Call. Analyze. Convert.

Streamline High-Volume Call Initiatives with Power Dialer
What is the Power Dialer?

**BRISA**’s Power Dialer is an automated solution for phone-based services to streamline the inbound and outbound calling process. With this intelligent technology, businesses are able to customize simple or complex campaigns to achieve high-volume communication objectives.

Why Choose BRISA?

Since 1988, **BRISA** has provided business solutions and communication technology services through the development of strategic and technical projects. With 90% of our revenue coming from recurrent clients, we have become well-known for pioneering projects relating to software, digital TV, Internet and more.

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Advanced Capabilities

The advanced functionalities and user-friendly interface of the BRISA Power Dialer provide the flexibility and customization options necessary for conducting successful, high-volume phone operations.

Our Power Dialer is most commonly used in the following industries:

- Telemarketing
- Collections
- Customer Services
- Real Estate
- Merchant Services
- Publishing/Subscriptions
- Insurance
- Political
- Education
- Healthcare
- Market Research
- And More

Power Dialer’s unique capabilities allow the system to:

- Conduct
  Inbound and Outbound Calls
- Customize
  Simple or Complex Campaigns Quickly
- Deliver
  SMS and Fax Notifications
- Upload
  Contacts via Dynamic Mailing Formats
- Create
  Real-Time Reports to Measure Success
- Make
  Immediate Campaign Changes
- Store
  Unlimited Contact Information in a Web-Hosted Database
- Set
  Calling Priorities by Type of Phone (mobile, business, residential)
How it Works

BRISA’s easy-to-use Power Dialer can be quickly configured and integrated with your existing phone systems to conduct high-volume call applications like:

- Customer Surveys
- Appointment Reminders and Confirmations
- Purchase Offers
- Service Upgrades
- Company Updates
- And More

Drag & Drop Campaign Setup

Our web-based software allows you to create calling campaigns through simple drag and drop management. You only need to list and define the following campaign attributes:

- Select the Contacts You Want to Call
- Determine When You Want Them Phoned
- Create and Choose the Message You Want Them to Hear

Real-Time Capabilities

Power Dialer campaigns can be paused, stopped or changed on a real-time basis to ensure you remain in control of all call operations.

The software also provides real-time reporting and analytics so you can measure the success of each campaign, including:

- Best Day and Time to Call
- Average Attempts Necessary
- Engagement Rates
- User Preferences
- Call Drop-off Statistics
- And More
Special Features

Power Dialer’s inbound and outbound calling abilities make it a unique, customizable interactive voice response (IVR) system. Other features include:

- **Identification capabilities and separate message settings for live responses and answering machines**
- **Comprehensive call rules for business hours and time-zone settings**
- **Customizable plans for busy signals and no answers**
- **Specific prerecorded messages for machines and voicemails**
- **Multiple campaign capabilities with Text-to-Speech (TTS) functionality**
- **Ability to have the software loaded on your own infrastructure for full control and added security**

Power Dialer campaigns can be completely customized and delivered at specific times and intervals of the administrator’s choosing. The names, dates and prompts can also be set according to your preferences.

Technical Support

Power Dialer’s customer support is available for your questions and concerns 24/7 through the following channels:

- **One-on-One Calls**
- **Screen Shares**
- **Support Documents**
- **Email Correspondence**
Benefits

With Power Dialer, your employees can spend less time conducting manual, routine calls and more time with core business activities. Power Dialer may also reduce or eliminate the need for a call center, saving you outsourcing costs. Your company can also reduce the amount of necessary phone agents since many of the calling processes can now be completely automated.

Other key benefits include:

- **Automated Processes**: Increases efficiency and streamlines call-making
- **Mailing List Reutilization**: Allows you to contact the same customers for multiple campaigns
- **Blacklist Validation**: Improves effectiveness by authenticating contacts
- **Unlimited Contact List Storage**: Holds all of your contacts under one database
- **Stipulations for Contact Attempts**: Sets guidelines for amount of communication tries
- **Complete Campaign Flexibility**: Sets simple or complex campaigns based on your goals
- **Immediate Reporting & Analytics**: Measures the success of each campaign in real-time so you can make necessary adjustments
- **User-Friendly Interface**: Makes it easy for training employees if needed
Featured Case Studies

Power Dialer has helped businesses in various industries streamline their call center procedures and reduce the amount of calls directed to human agents. Below are just a few of the companies that have seen success.

**Santander**

For over 10 years, Banco Santander has utilized Power Dialer to successfully make collections calls. **Power Dialer solves more than 90% of calls**, meaning **less than 10% of the collections calls must be transferred to a human agent**. This results in employee headcount cost savings at the call center structure.

**UNEAR**

UNEAR uses Power Dialer to **place over 4 million monthly informative and sales calls** on behalf of a large satellite-based pay-TV company. From recurrent campaigns to service interruptions information, our dialer makes and manages all of their automatic calls.

**CAIXA**

Caixa Seguros, a leading South American insurance company, successfully used Power Dialer to contact its consortium and pension funds customers. Dialer was responsible for the entire length of each call, providing a variety of customer-specific information and enabling **an average reduction of 20% of customer calls to Caixa's human agents**.

**Itaú**

Itaú Unibanco extensively adopted our automatic dialer to make sales call to their customers in order to offer credit card products. This resulted in a **7% sales performance improvement** in comparison with the conventional human agents approach.
Contact Us

To learn more on how **BRISA**’s Power Dialer can increase your call center’s efficiency, please email or call our primary business representative.

United States

1420 Celebration Blvd - Suite 200
Celebration, FL 34747
Phone: (407) 557-2055
contact@brisausa.com