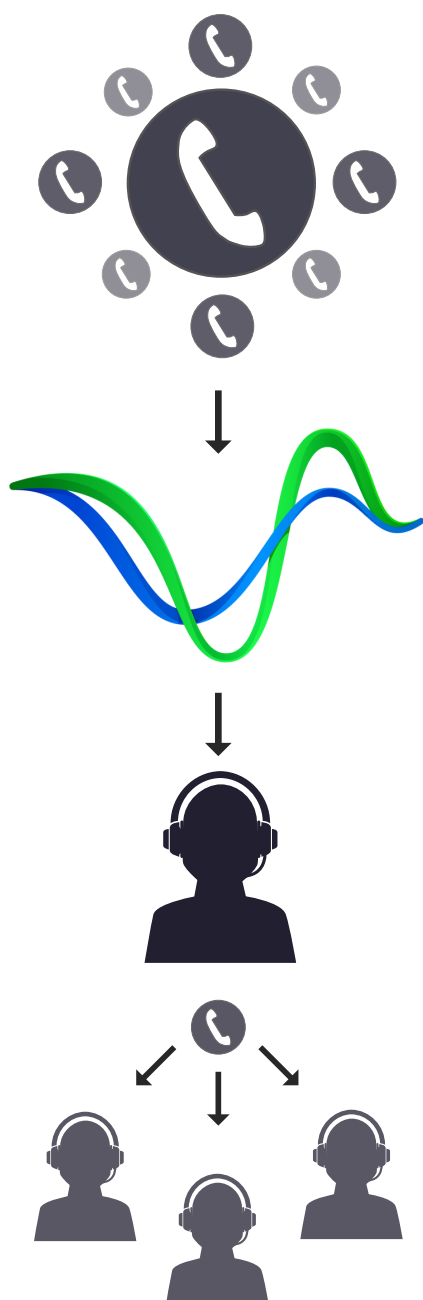


# RINGBA FOR CALL CENTERS

How to massively scale your Sales Call Center with Pay Per Call

The #1 problem facing all call centers is matching variable call flow with fixed agent scheduling. Here is the solution one of our clients used to scale their operation from 12 agents to more than 400 in 16 months using Ringba.

Using Ringba to build a Pay Per Call program, call centers can accurately forecast their call flow by purchasing inbound calls at a flat rate and selling overflow traffic that their agents cannot handle to another call center. The purpose of this model is to empower call centers to predict their incoming call flow, operate at peak efficiency and scale their business risk-free.



## 1) FIND CALL SOURCES

Call Sources can be lead brokers, pay per call networks, media buyers or anyone that is willing to sell inbound phone calls. Many of these sources buy targeted ads on traffic sources like Google AdWords or Facebook Ads to generate calls from prospective customers and will sell you their calls at a flat-rate.

The best way to find Pay Per Call partners is through networking. Groups on Facebook, LinkedIn and Skype are all fantastic hubs for business development.

## 2) START BUYING CALLS

To accept calls from sources, call centers need to assess their capacity and available concurrency. How many calls can agents handle at once? What are the operating hours? How much will be paid per inbound call?

With these questions answered, call centers can start accepting calls from sources and work towards operating their center at peak efficiency.

## 3) SELL CALL OVERFLOW

Once the call center reaches peak efficiency, they will have to deal with the calls they cannot service. To alleviate this, Call Centers can either develop partnerships with competing call centers or find pay per call networks to buy their calls.

It's less important that to make money from selling overflow calls but to eliminate the cost that otherwise would have been paid altogether.

## WHY PAY PER CALL WORKS FOR CALL CENTERS

With phone calls coming in from Sources and calls that can't be serviced being sold to other buyers, the opportunity cost of training a new agent is drastically reduced. Adjusting concurrency and availability redirects the call flow back to your business. Pay Per Call ensures that trained agents can keep selling, new salespeople will always have a call to handle and you can efficiently scale your call center with zero-risk.

## WHAT PAY PER CALL MEANS FOR YOUR BUSINESS

Pay Per Call is a powerful advertising, billing, and performance marketing model for buying inbound calls from potential customers at a flat-rate. Using Pay Per Call to provide their agents with a steady stream inbound leads, Call Centers can accurately predict their call flow, operate at peak efficiency and only need to pay for qualified calls that meet their requirements.

## HOW RINGBA MAKES IT POSSIBLE

Ringba is a global communications platform for connecting consumers with businesses in real-time. Power your entire call business with the industry's best call reporting and analytics and our intelligent routing engine. Ringba was designed to help you grow your call center and take complete control over your call flow using robust tools and cutting edge infrastructure.

### UNLIMITED FLEXIBILITY

Built using state-of-the-art technology hosted on reliable, redundant, and secure cloud-based infrastructure.

### PARTNER CENTRIC

No setup fees, feature gate keeping, or price gouging. Use what you need, grow as we grow and we will be there every step of the way.

*To learn more about how your call center can benefit from using Ringba's Enterprise Grade Call Tracking solution, visit our website or get in touch with a Ringba product expert!*

