

Combines the Power of Predictive with the ease of an AutoDialer.



2006
Communications
SOLUTIONS
Product Of The Year

PRODUCT
CUSTOMER INTERACTION
Solutions
2006
OF THE YEAR



SPiX

HYBRID

OPCmarketing™

SPITFIRE HYBRID JUST WON 2 PRODUCT OF THE YEAR AWARDS

Only OPC's SpitFire Hybrid Dialer won a **2006 Product of the year award** from **CIS Customer Interaction Solutions magazine**, awarded January 2007, & again by **Communication Solutions Magazine** awarded June 2007.



SpitFire automatically places outbound calls from a pre-loaded database list of numbers on a single line or multiple line cards. The PRO version of HYBRID allows you to use a very large fast database from MySQL. These database lists are scrubbed against the "Do-not-call" Federal dataset when your list you're going to call is imported into HYBRID™. The DNC registry is managed by the Federal Trade Commission (FTC), the nation's consumer protection agency. It is enforced by the FTC, the Federal Communications Commission (FCC), and state officials. The Federal DNC requires you to register to get the downloaded list and may require fees and certain business information from your company.

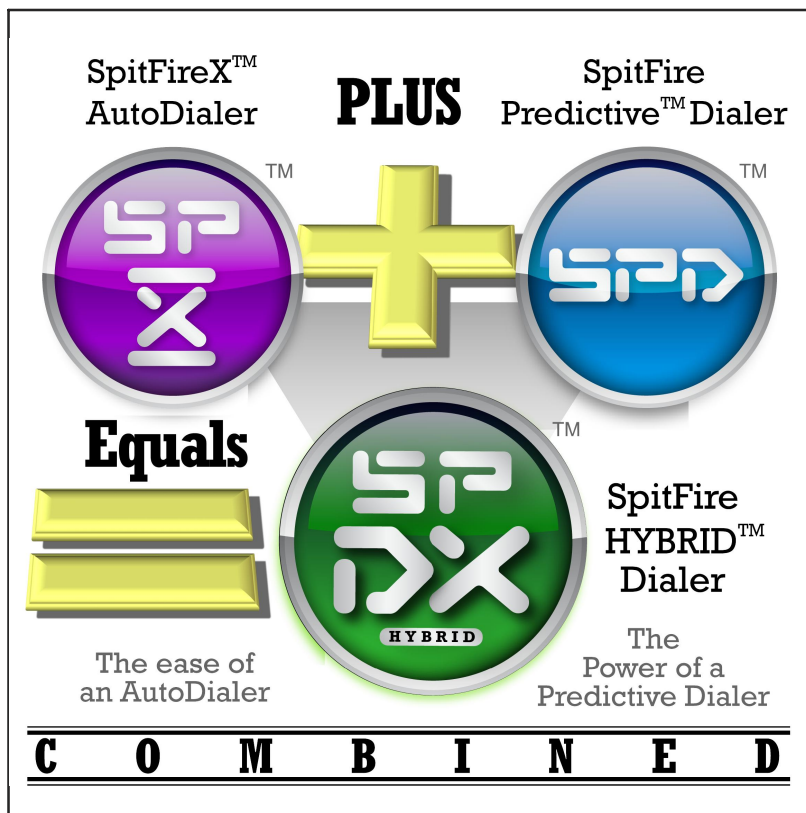
Definition of a HYBRID Dialer:

A HYBRID Dialer is a new term by OPC which became popular in Call Centers in late 2006. SpitFire HYBRID Dialer is a computer based dialing system that quickly places outbound calls via database interaction using special telephone cards that connect to a variety of communication and telephone lines.

Depending on the configuration and the amount of Live Agents determines how many calls the HYBRID Dialer places per hour. The HYBRID functions as either an AutoDialer which makes calls using a pre-recorded message or a Predictive Dialer which allows you to connect to a live person with outbound dialing depending on the current dialing campaign

The Predictive dialer feature of "HYBRID" refers to the ability to dial down the amount or increase your call volume depending on how long it takes for an agent to complete the live call process. SpitFire "predicts" how long it will take for an Agent to be available for the next call. The call time may vary from one day to the next with some campaigns pitch length, product information, customer retention of your offer and the amount of agents or staff currently free. OPC's HYBRID Dialer systems combine both Auto Dialers and Predictive Dialers into one system so you can interact with live

clients, or AutoDial with pre-recorded messages depending on several staffing factors or campaign requirements.



Efficient Outbound Predictive Dialing

SpitFire HYBRID™ tracks multiple events as it dials, including number of agents available, average talk time, dialing time, and more... and then it "predicts" when to call and how many calls to make, thereby reducing dropped calls and delivering live prospects to your agents efficiently.

Even Call Distribution

SpitFire HYBRID™ easily handles inbound calls, dispersing them evenly to available agents, minimizing customer on-hold times, and making sure all calls are answered promptly.

Multiple Campaign Capability

Simultaneously call multiple databases with different campaigns... and have the corresponding script for each campaign pop up with the contact info.

Time Zone Sensitive

SpitFire HYBRID™ recognizes the time zone associated with any particular area code, and only dials during the times specified for that particular time zone.

Query-Based Dialing

SpitFire HYBRID™ PRO with MySQL allows you to dial by customized query such as area code, zip code, age, and much more!

Remote Agent Capability

Route calls to Agents at home over local lines, or anywhere in the world using WORLD CLASS VOIP technology.

Robust Statistics on Screen

SpitFire HYBRID™ displays both campaign and all agent statistics easily. Multiple screens let you monitor the call progress in real-time as well as dispositions and results simultaneously.

Call Blending

Adjust the amount of incoming and outgoing lines based upon call flow.

Recognizes Answering Machines

SpitFire HYBRID™ can recognize most of the answering machines on the market today, including Call Notes and other carrier-provided answering services. The sensitivity can also be adjusted to adapt as needed.

The system recognizes answering machines as well as fax machines, modems, SIT tones (Special Information Tones), and the sensitivity can be easily adjusted as needed!

Agent Pause - Agent Log Off

Agents can easily logout of the campaign if they need to take a break, without disrupting SpitFire HYBRID's dialing process for other Agents. Then easily log back in when they've returned!

SpitFire HYBRID™ PRO Available In a rackmounted configuration **Phone 800-859-5924 or 972-267-3279**

