

# Dialing Methodology

TSI has constructed comprehensive dialing campaigns that pool resources to maximize dial through rates, generating more contacts and conversions on high-scoring accounts.

## Legacy Approach

Portfolio 1 <i>Collectors</i> 10 <i>Dials / A. Hr</i> 12	Portfolio 2 <i>Collectors</i> 3 <i>Dials / A. Hr</i> 3	Portfolio 3 <i>Collectors</i> 7 <i>Dials / A. Hr</i> 8
Portfolio 4 <i>Collectors</i> 2 <i>Dials / A. Hr</i> 2	Portfolio 5 <i>Collectors</i> 8 <i>Dials / A. Hr</i> 10	Portfolio 6 <i>Collectors</i> 5 <i>Dials / A. Hr</i> 5
Portfolio 7 <i>Collectors</i> 15 <i>Dials / A. Hr</i> 15	Portfolio 8 <i>Collectors</i> 15 <i>Dials / A. Hr</i> 15	Portfolio 9 <i>Collectors</i> 5 <i>Dials / A. Hr</i> 5

**Collectors: 70**

**Total Dials / Agent Hr: 75**

**Myth: Segmented campaigns allow collectors to focus on and deliver superior results on each portfolio.**

## Large-Scale Dialer Pool

Portfolios 1-9 <i>Collectors</i> 70 <i>Dials / A. Hr</i> 150
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**Collectors: 70**

**Total Dials / Agent Hr: 150**

**Fact: Segmentation is inefficient. Pooling resources results in higher dial through rates and more contacts.**