convoso

The Outbound *Friction* Report

What's Blocking Conversations at Scale

Find out what our executive survey results show about outbound call center pain points



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Protecting Conversations at Scale

We surveyed leaders at companies with outbound call centers of 20+ agents to map out where performance typically gets stuck.

The biggest takeaways:

- Missed conversations are the most serious obstacle to outbound performance.
- Compliance is the #2 reported pain point and remains a top concern across revenue tiers.
- Pain points shift as team size and revenue change.

This report breaks down why conversation rates fall, how compliance shapes dialing strategy, and where pressure builds as organizations grow.

Executive Summary

We surveyed executives at companies with outbound call centers employing 20+ agents to understand where performance breaks at scale.

Three patterns stand out from the results:

- Missed conversations are the primary constraint on revenue.
- Compliance ranks as the #2 reported pain point and remains a consistent pressure across revenue tiers.
- As organizations grow, the dominant friction point shifts.

This summary highlights where conversations stall, how compliance shapes dialing strategy, and how growth changes the pressure points that limit performance.

01.

The #1 Revenue Constraint: Conversations That Never Happen

45.7%
of reported friction traces back to missed conversations.

When answer rates drop, speed-to-lead lags, or caller ID reputation suffers, revenue stalls immediately. No dial volume increase, scripting upgrade, or coaching program can fix calls that never connect.

Limited visibility and difficult campaign configuration add to this problem by allowing underperformance to go undetected. As secondary contributors to blocked conversations, they bring the total share of friction tied to missed or failed conversations to 78.4%.

When conversations drop, revenue drops with it.

02.

Compliance Pressure: Dialing Within Guardrails

Compliance represents
21.5%
of reported pain

Compliance concerns impact:

- How fast you dial
- Who you're allowed to call
- When you can call

Lean too cautiously and contact rates fall. Push too aggressively and exposure rises.

The fix: Use a solution with built-in guardrails so you can scale performance without increasing risk.

03.

Scale Shift: How Friction Evolves

Scale changes where friction shows up. This report maps shifts across agent count and revenue band.

A. Agent Count = Execution Pressure

Agents	
1–49	Compliance and caller ID reputation limit dialing.
50–99	Visibility gaps slow optimization.
100–499	Compliance and contact rates strain growth simultaneously.
500+	Operational drag (configuration + speed) becomes the bottleneck.

B. Revenue = Risk & Accountability Pressure

Revenue	
$1–49M	Compliance risk and contact rates limit early-stage growth.
$50–99M	Spam labeling and limited visibility constrain scaling.
$100–499M	Speed, setup, visibility, and reputation all stack up.
$500+M	Compliance and performance oversight resurface as dominant risks.

04.

Industry Context: Where Pressure Shows Up

The survey results show that outbound friction isn't uniform. Regulatory environment, lead sources, and buying cycles influence where performance breaks.

Use revenue and headcount benchmarks to understand scale, then calibrate expectations based on your industry dynamics.

05.

Strategic Implications: Removing the Right Constraint

Outbound growth depends on removing the right constraint at the right stage.

High-performing teams focus on:

- Protecting live conversations first
- Maintaining dialing speed without increasing compliance risk
- Gaining real-time visibility into contact rates and CPA
- Reducing operational drag as scale increases

Teams that remove growth constraints at the right stage grow faster and protect margin.

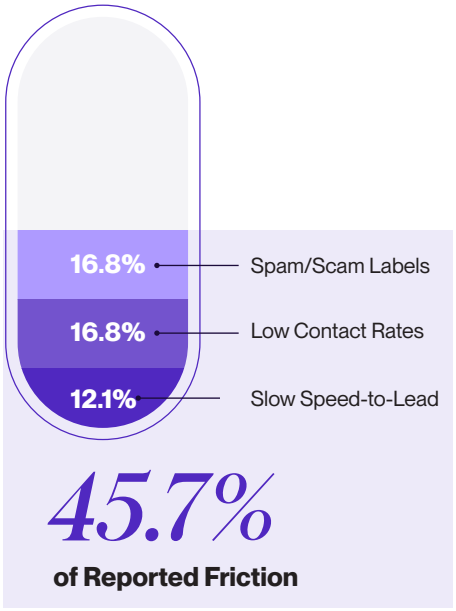
01. Conversation Blockers

The #1 Source of Outbound Friction

The survey shows that 45.7% of reported pain points tie back to one problem: **conversations that never happen.**

The identified issues impeding conversations in an outbound environment center around spam and scam labeling, low contact rates, and underperforming speed-to-lead.

Together, these responses point to the same outcome: live connection volume is lower than it should be.



Spam labels

When carriers flag your numbers, prospects don't pick up the phone.

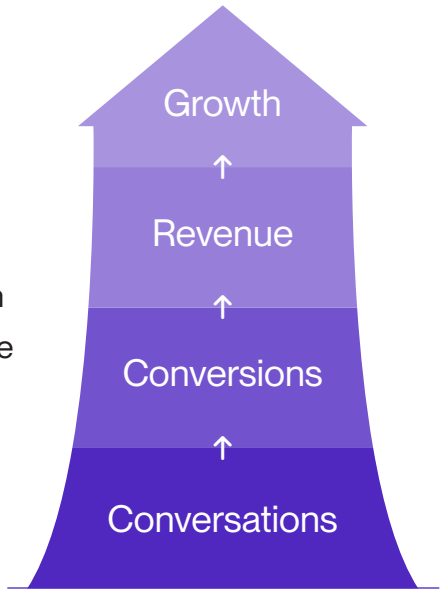
Low contact rates

Despite dialing volume, live connections lag behind expectations.

Slow speed-to-lead

Delayed follow-up reduces the likelihood of reaching and converting new leads.

Without live conversations, outbound campaigns don't generate revenue. More leads and more dials can bring more conversations, but they also mean spending more to work around the same problems. That makes conversation blockers **the single most expensive failure point** in outbound.



Conversations Drive Growth

What Makes Contact Problems Worse

Limited performance visibility

Performance gaps surface late, after contact rates and CPA have already shifted.

Difficult campaign configuration

Setup friction slows testing and delays adjustments to dialing strategy.

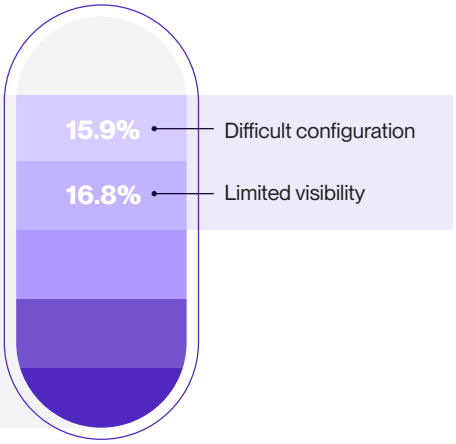
These issues indirectly reduce conversations because weak dialing performance goes unnoticed for too long. When teams can't see problems early or adjust quickly, contact rates keep slipping and the revenue impact grows over time.

This broader view reveals the full scale of the problem.

Direct conversation blockers—spam labels, low contact rates, and slow speed-to-lead—account for 45.7% of reported pain points. But visibility and configuration issues also suppress conversations by allowing underperformance to persist unchecked.

78.4%

of reported friction (combined).

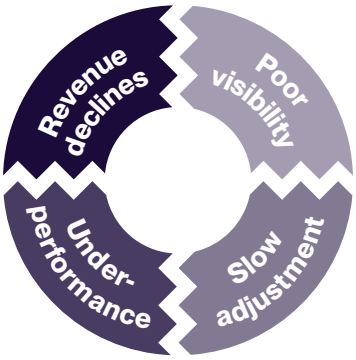


The Visibility Solution

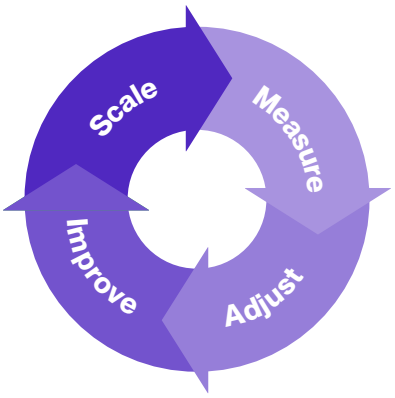
Conversation blockers are difficult to detect early and even harder to fix without real-time campaign insights.

Granular reporting tools and intelligent analytics surface problems as they develop, giving teams actionable insights into where conversations are breaking down.

When combined with customizable campaign configuration, dialer managers can act on performance insights immediately, and catch conversation blockers before they compound and revenue slips.



Performance Breakdown Cycle

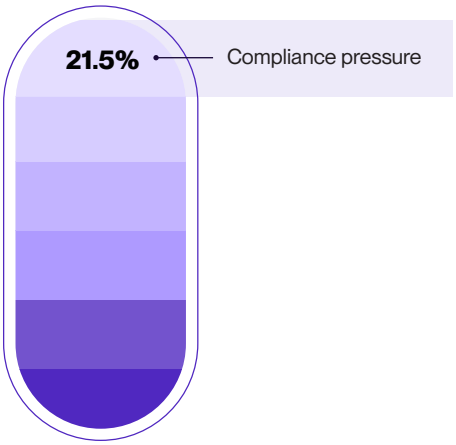


Performance Optimization Cycle

02. Compliance Pressure

Balancing Speed and Risk

Compliance accounted for 21.5% of pain points cited by survey respondents.



Since regulations influence dial speed, consent to call, and time restrictions, outbound operations navigate a narrow lane.

Dial too cautiously—lower dial levels, shorter call windows, and fewer recycle attempts—and conversations drop; meanwhile costs may rise as a result of static payroll and reduced revenue. Dial too aggressively, and face increased risk of fines and legal complications.

The survey data also shows compliance pressure hitting hardest at the smallest and largest revenue tiers.

Smaller teams often lack dedicated compliance resources. Enterprise teams face higher volume, broader reach, and greater scrutiny. At the same time, their dialer technology may not have built-in guardrails for TCPA and state regulations.

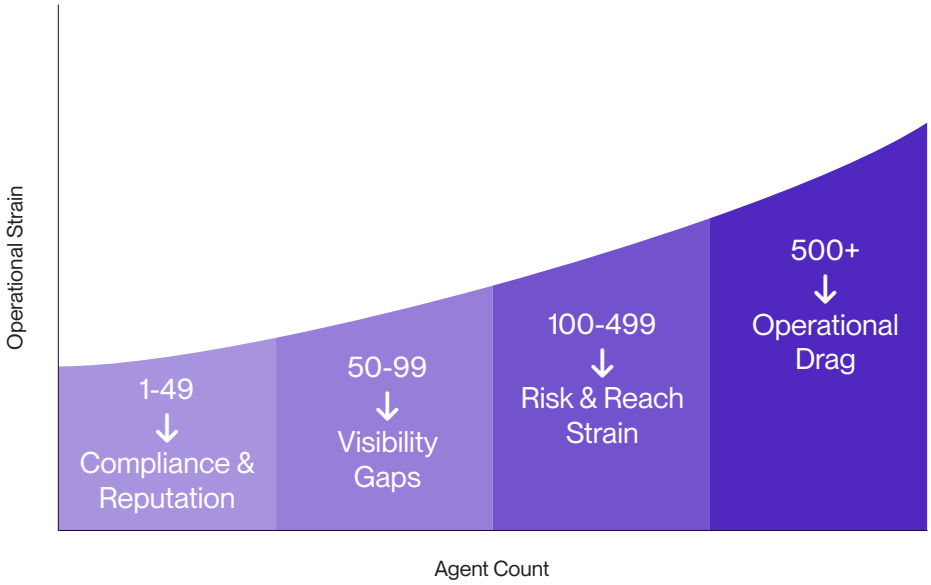
In both cases, the challenge is the same: protect the business without choking off conversations.



Essential Compliance Tools for Safe Dialing

03. Agent Scale

How Friction Shifts with Team Size



The survey responses indicate that pain points evolve with team size.

More agents equal more coordination, dialing volume, and operational strain. The challenges that slow a 25-agent team differ from those that surface at 250–1000 agents.

Contact centers need to understand what typically breaks at their current size, and what's likely to break next. Spotting these thresholds early prevents expensive slowdowns.

Ensure that your systems, safeguards, and reporting scale with your team so growth adds to revenue and profitability, rather than dragging it down.

Top Pain Points by Agent Count

1–49 Agents

Compliance Risk 28.6%

Spam/Scam Labels 21.4%

Compliance and Reputation Pressure

Compliance leads, with spam/scam labels close behind. Regulatory pressure and caller ID reputation set the limits on how aggressively teams can dial, making risk management the primary constraint on performance.

50–99 Agents

Limited Performance Visibility 28.6%

Spam/Scam Labels 21.4%

Compliance 21.4%

The Visibility Gap

Limited visibility ranks #1, with compliance and spam/scam labels tied at #2. Growing team size increases coordination demands, and performance becomes harder to diagnose in real time. Blind spots slow optimization and stretch resources.

100–499 Agents

Compliance 26.4%

Low Contact Rates 20.8%

Risk and Reach Strain Together

Compliance remains the top reported pain point, with low contact rates close behind at #2. Regulatory constraints and dialing effectiveness collide here, and both begin putting measurable pressure on revenue.

500+ Agents

Difficult Configuration 24%

Speed-to-lead 20%

Operational Drag at Scale

Difficulty configuring campaigns leads, with speed-to-lead close behind. Execution complexity becomes the dominant friction point. When setup slows and response time slips, performance momentum fades.

Note that this was a limited survey at a specific time. Insights drawn from the responses of 108 executives who chose to participate may or may not be relevant to other outbound call centers. The conclusions should nevertheless be beneficial as they corroborate widely experienced pain points and present proven best practices.

04. Revenue Scale

How Performance Pressure Shifts

Survey responses reveal clear differences across revenue bands. The mix and intensity of reported pain points change as organizations move from early growth to enterprise scale.

At lower revenue tiers, teams fight foundational issues like compliance exposure and basic contact performance.

As revenue increases, pressure moves toward visibility, coordination, and execution control. At the highest tiers, risk and performance accountability come back into focus as dialing volume and scrutiny rise.

The breakdown below shows how dominant pain points shift by revenue band and what limits growth at each stage.

Industry Context Matters

Reported pain points varied by vertical. Regulatory environment, lead sources, buying cycles, and customer expectations all influence where performance pressure shows up. When evaluating outbound performance or dialer fit, account for the demands of your specific industry.



Top Pain Points by Revenue

$1–49M



Risk Management Comes First

Compliance risk and low contact rates lead at this level, holding back core dialing performance. Teams here are still working to stabilize contact rates before they can focus on scaling. Small inefficiencies hit harder when margins are tight, and early friction quickly turns into lost revenue.

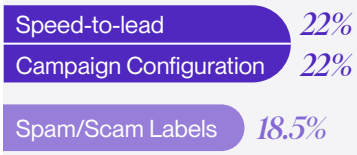
$50–99M



Performance Strain Overtakes Risk

Spam/scam labels and limited visibility become primary friction points. At this stage, performance is less about basic dialing and more about reputation and reporting clarity. As teams scale volume, blind spots and carrier labeling start eating into revenue.

$100–499M



Scale Creates Operational Drag

The top pain point is tied between speed-to-lead and campaign configuration, with spam/scam labels close behind. Growing complexity puts pressure on speed, setup, and reputation all at once, making consistent performance harder to maintain.

$500M+



Control and Accountability Define Performance

Compliance risk and limited visibility lead, with campaign configuration close behind. High dialing volume magnifies small compliance gaps and reporting blind spots into measurable revenue loss. Sustained performance depends on tight controls and clear, real-time insight.

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05. Convoso

Protecting Conversations at Scale

Across revenue tiers and team sizes, the survey shows consistent breakdown points in outbound performance. Calls get suppressed, follow-up slows, visibility fades, configuration drags, and compliance tightens the window.

Convoso brings high-performance dialing, campaign management, intelligent number management, and voice AI into one outbound sales platform to help your team tackle those problems.

Improve Caller ID Reputation

Number health changes with dialing behavior and carrier conditions, so simply checking for spam flags isn't enough. Convoso Ignite™ right-sizes your number pool to reduce overuse and checks current number health to choose the best available number at dial time. Optimized dialing lowers your cost per contact, while automation frees your team from manually managing numbers.

Connect to Leads in Under 5 Seconds

Convoso's high-performance dialing engine calls new leads in under five seconds, helping your team reach prospects while their interest is fresh. Zero ramp-up and dynamic pacing keep calls moving as contact rates and agent availability change, so reps spend less time waiting between conversations.

Use Real-Time Analytics to Optimize Performance

Real-time dashboards surface contact rate shifts, list performance, cost per acquisition, and dialing KPIs as they happen. Compare results by lead source to see which leads produce sales and where spending isn't paying off, so you can adjust before more budget goes to waste.

Dynamically Configure Campaigns

Customize campaigns down to the lead level, with control over lead order, recycling logic, dialing modes, and pacing. Automate list processing and follow-up based on detailed call outcomes, so your team can adjust campaigns quickly without adding more manual work as volume grows.

Reduce Compliance Risk at Scale

Checking lists and calling rules across campaigns takes time away from running a successful outbound operation. Convoso automates list scrubbing and applies your compliance policies through programmable controls, including DNC checks and calling-time rules. Auditable records also help your team answer compliance questions without needing to piece together call histories by hand.

Reduce Operational Drag as You Scale

As your business grows, keeping up with more leads and handoffs can slow your team down. Convoso Voice AI Agent handles initial conversations and qualification, then transfers sales-ready prospects to closers. You can expand outreach without waiting through another hiring and training cycle, so your operation keeps pace with the business you're building.

You've seen where friction limits performance. Now see how Convoso removes it. **Schedule a demo**