

# List and Campaign Manager for Avaya IP Office

## THE SITUATION

*The situation that you find yourself in...*

- You currently have an Avaya IP Office that serves as your Call Center PBX
- You are looking for a simple dialer for a small set of agents to automate your outbound calling needs
- You are trying to find an outbound dialer which solely plays IVR prompts
- Your outbound contact strategy requires a multi channel campaign manager for outbound SMS & e-mail blasts

## THE SOLUTION

*Introducing LCM for Avaya IP Office...*

The List & Campaign Manager (LCM) for Avaya IP Office is a powerful tool which answers all your requirements.

LCM for Avaya IP Office is a **multichannel** (voice, SMS and e-mail) **outbound campaign manager** which supports outbound campaigns (with / without agents) over the Avaya IP Office platform using Dialogic HMP.

## THE SOLUTION FEATURES

*What does the solution provide...*

The main features of LCM for Avaya IP Office are

### List and Campaign Management

- Creates new campaigns with set details like pacing mode, campaign run times, dial plan, time zones, call outcomes, and common campaigns

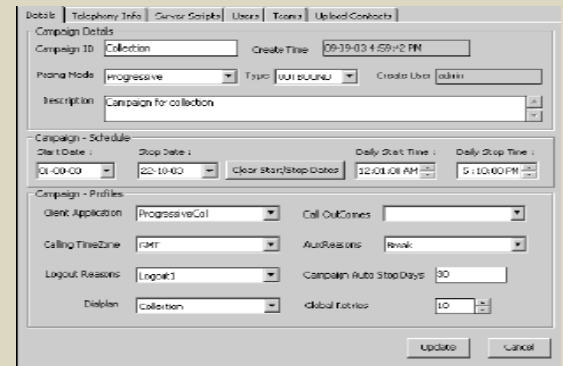
### Fast and dynamic control over calls

- No answers, busy signals, voice mail, answering machines, fax machines, and other call intercepts are detected promptly and accurately
- Answered calls are immediately detected and transferred to an agent

### Effective call monitoring

- Provides the Contact Center manager with an array of tools for handling calls dynamically. All this, in real-time.

- Allows campaign run time to be configured in multiple ways, like set daily start and stop time for a date range or for specific dates and configure days of the week when the campaign should not run



Details | Telephony Info | Survey Scripts | Users | Tools | Uploaded Contacts

Campaign Details

Campaign ID: Collection Create Time: 09-19-03 4:59:42 PM

Pacing Mode: Progressive Type: UUI PUUNU Create User: admin

Description: Campaign for collection

Campaign - Schedule

Start Date: 02-10-03 Stop Date: Clear Start/Stop Dates Daily Start Time: 12:01:01 AM Daily Stop Time: 5:10:00 PM

Campaign - Profiles

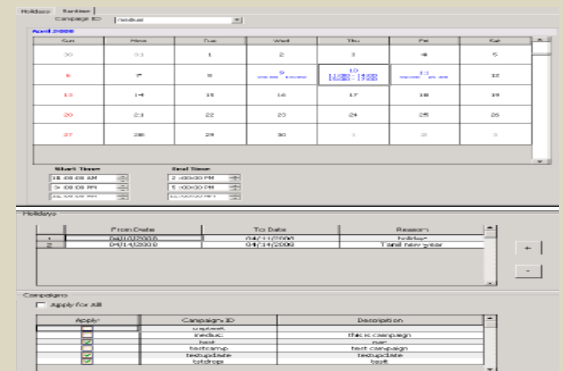
Dial Application: ProgressiveCol Call Outcomes: [ ]

Calling Timezone: GMT AUsReasons: Break

Logout Reasons: Logout1 Campaign Auto Stop Days: 30

Dialplan: Collection Global Entries: 10

Update Cancel



Stop	Name	Type	Start	Next	Run	Run	Run
02	01	01	01	01	01	01	01
03	02	02	02	02	02	02	02
04	03	03	03	03	03	03	03
05	04	04	04	04	04	04	04

Search: [ ] Run: [ ]

From Date: [ ] To Date: [ ] Reason: [ ]

Apply For All

Apply	Campaign ID	Description
01	01	test campaign
02	02	test campaign
03	03	test campaign
04	04	test campaign

### Manage uploaded contacts

- Allows rescheduling of expired contacts by blocking, resuming, closing or rescheduling contacts as desired

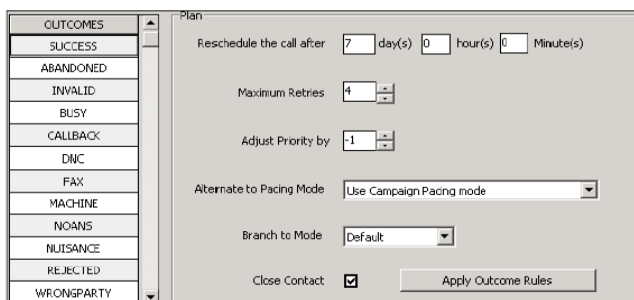
### Contact selection

- Offers powerful contact selection algorithms based on market strategies like increased market spread or penetration
- Offers custom contact selection filters based on business parameters

### CRBT detection

- Capable of detecting Caller Ring Back Tones (CRBT) effectively

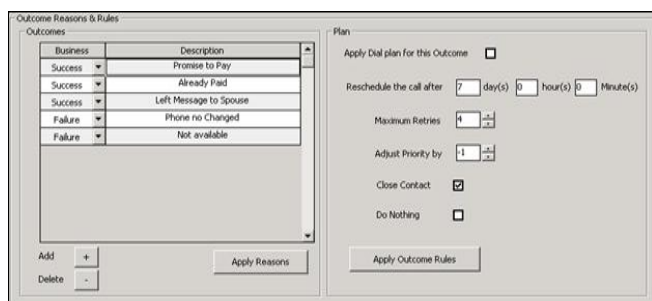
## Dial plan management



- Offers automated call rescheduling using Dial Plan
- Controls rescheduling by setting the number of retries, adjust contact priority or change the dialing mode
- Enables configuring of multiple modes with different times of operation and priority for each contact

Mode Information				
Description	Start Time	End Time	Weightage	Channel Type
Home	08:00:00	20:00:00	1	VOICE
Mobile - Voice	08:00:00	20:00:00	2	VOICE
Mobile - SMS	08:00:00	20:00:00	4	SMS
Email	08:00:00	20:00:00	5	EMAIL

- Enables setting of different dialing modes across channels (SMS, e-mail and voice) within the same campaign
- Provides flexibility in designing a Dial Plan based on business outcomes



## Pacing modes

Supports a wide variety of pacing modes to choose for dialing out like

- Power
- Special power
- Preview
- Progressive ratio (with Abandon Rate control)
- Progressive IVR
- Progressive SMS
- Progressive e-mail (e-mail blaster also supported)

## Scripting

*Lets you customize campaigns...*

- Offers powerful scripting with real-time access to data and unique business rules which allows for fine-tuning campaigns and call processing to peak efficiency levels
- Pre Call scripts provide checking of business conditions for calling a contact, while post call scripts allow executing a dynamic IVR flow
- Provides an option for SMS and e-mail scripts to be written in a customized fashion

## Call analysis

- Uses Dialogic HMP for efficient Call Progress Analysis (CPA)
- Uses CPA to detect multiple outcomes (like abandoned, invalid, busy, fax, machine, and no answer)

## Voice recording

- Offers inbuilt voice call recording with one of the highest compression for storage of recorded files

## Do Not Call list

- Provides for a Do Not Call (DNC) List filter during contact upload
- Allows agents to mark contacts as DNC which is maintained as an internal DNC list

## Time zone management

- Allows configuring of specific time zones for each contact or even use area code to determine time zone

## Real time and historical reports

- Real time tabular and graphical reports help supervisors to monitor their agents and campaigns
- Historical reports enables supervisors to measure performances for agent campaigns and teams

## Call Guide

- This is an agent question prompter where multiple question and answer sessions can be designed for a customized agent application
- Provides information to the agent to effectively answer customer queries

## Why Call Guide?

- Availability of standard question and answers to agents reduces the percentage of human error
- Leads to drastic reduction of agent training cycles for separate business processes
- Used by agents as a knowledge base tool for solving customer queries
- Tracks customer trends through agent and customer transaction reports

## BUSINESS BENEFITS

### *What does the solution do for you...*



### *Maximizes yield from the records*

- Increases the number of productive calls to customer
- Enhances business returns

### *Increases customer contact points*

- Customers can be contacted across multiple channels if voice channel fails

### *Enhances customer experience*

- Reduces call abandonment and irritation
- Customers are contacted at the right time and through the right channel

## About Acqueon

Acqueon Technologies Inc specializes in developing products and solutions for the Customer Interaction Management (CIM) industry.

These products and solutions use business logic to deliver a distinctive customer experience by enabling organizations to not just interact with their customers – but relate.

Acqueon products and solutions also offer a compelling Total Cost of Ownership (TCO), which is further enhanced by rapid deployment.

Acqueon products and solutions handle millions of transactions every day at multiple sites and are implemented across various verticals such as Banking, Insurance, Retail, Telecom, Healthcare, and Education among others, in over 17 countries.

For more information, please visit [www.acqueon.com](http://www.acqueon.com)

## Other applications for Avaya

- iAssist for Avaya Voice Portal

## Contact information

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LCM has been awarded the IP Contact Center Technology Pioneer Award by TMC for 2009