

# List & Campaign Manager for Unified CCE Dialer



## Other features

### Automate campaign runtime

LCM 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.

### Multi channel campaign manager - e-mail & SMS

Support for e-mail and SMS as an outbound channel.

### Enhanced dial plan for e-mail

LCM offers a very powerful dial plan for the e-mail channel. Any e-mail failure scenarios like 'mailbox size limit reached', 'invalid e-mail address' among others will be captured by LCM as an inbound e-mail. It can analyze these inbound e-mails and based on the failure scenario apply the configured dial plan on the corresponding contact.

### Enhanced multi modal behavior for e-mail & SMS

LCM supports multi modal behavior for the e-mail and SMS channel. If an outbound e-mail fails for a contact, the contact can be switched to another channel like SMS in the dial plan.

### Time zone management

### Do-not-call list management

### Scripting (for e-mail & SMS)

### Strong historical reporting of campaigns

Some of the major **Contact Center dilemmas** are

- Increase revenue by contacting the right customer
- Make sure that customers are contacted through a communication channel of their choice
- Manage campaigns effectively

Given these concerns, Contact Centers are carefully fine tuning their campaigns to suit customer requirements. LCM helps Contact Centers fine tune these campaigns further and optimize outbound interactions.

## What is LCM?

List & Campaign Manager (LCM) is a tool which provides powerful list & campaign management capabilities for the Unified CCE dialer. It also offers outbound capabilities for SMS and e-mail channels over the Unified CCE platform.

Some of its **prominent features** are

### Auto scheduling of campaigns

- Specifies hours of operation each day
- Specifies different hours of operation for specific days
- Specifies days of the week it should not run
- Specifies holidays across years

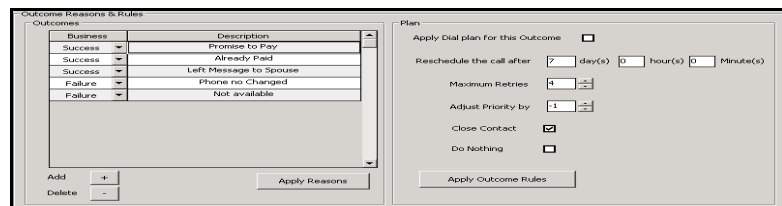
### Dial plan management

OUTCOMES	Plan
SUCCESS	Reschedule the call after <input type="text" value="7"/> day(s) <input type="text" value="0"/> hour(s) <input type="text" value="0"/> Minute(s)
ABANDONED	Maximum Retries <input type="text" value="4"/>
INVALID	Adjust Priority by <input type="text" value="-1"/>
BUSY	Alternate to Pacing Mode <input type="text" value="Use Campaign Pacing mode"/>
CALLBACK	Branch to Mode <input type="text" value="Default"/>
DNC	Close Contact <input checked="" type="checkbox"/>
FAX	<input type="button" value="Apply Outcome Rules"/>
MACHINE	
NOANS	
NUISANCE	
REJECTED	
WRONGPARTY	

- Offers multiple calling numbers, with different times of operation, to be uploaded with individual contacts
- Offers contact life cycle with the dial plan
- Flexible to switch across channels within a dial plan for the same contact

### Business flow management

- Multiple business outcomes for each campaign are activated
- Dial plans for individual business outcomes to maintain contact lifecycle are defined



### Contact selection

- Offers powerful contact selection algorithms based on market strategy
- Offers custom contact selection filters based on business parameters

### Multi channel contact management

- SMS and e-mail channels are supported
- Marketing campaigns for SMS and e-mail can be executed
- Within a voice campaign contacts can be switched to SMS or e-mail

### Designing campaign-specific agent applications on the run

- CTI plug-in available on Cisco based screen pops to capture business outcomes

### Open system architecture

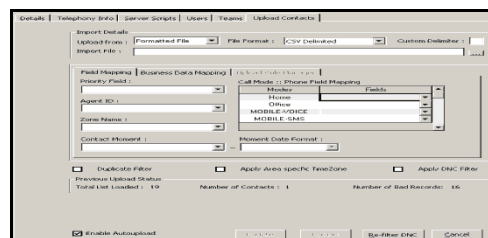
- Integrates with the Unified CCE platform over database

### Pacing modes

- Voice using the Cisco Unified CCE enterprise dialer
- Progressive SMS
- Progressive e-mail (e-mail blaster also supported)
- Flexible to shift contacts across channels within the same campaign as desired

### LCM controller

- LCM controller, the administrative tool is used to configure and upload contacts



### Business benefits

- Maximizes yield from 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
  - Reduce customer abandonment and irritation
  - Customers are contacted at the right time and through the right channel



LCM has been tested & verified to be a compatible application with Cisco's Unified CCE (Contact Center Enterprise) under the Cisco Developer Network (CDN)

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



### Other applications for Cisco

- CTI SDK for Cisco Unified CCX
- Soft lock application for Cisco IP phones
- LCM for Cisco Call Manager

### Contact information

Phone: 609-945-3139

E-mail: [sales@acqueon.com](mailto:sales@acqueon.com)  
[support@acqueon.com](mailto:support@acqueon.com)

### 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)