

# UC & Collaboration Solutions



**Business Applications and Solutions for  
Unified IP Telephony**

# Outbound Campaign Solution



CommSouth

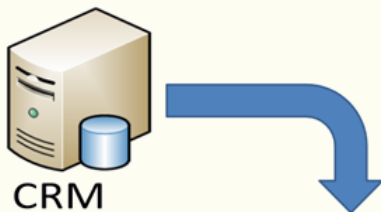


**Outbound Campaign Solution** allows you to proactively contact your customers by phone, email and SMS. The solution helps your contact center staff to manage the full lifecycle of outbound customer interaction - from list selection to campaign monitoring.

## Contact Management

Your marketing manager will import contacts from any CRM and manage lists without having special technical skills:

- admin interface allows to configure the integration with any data source
- contacts may be imported manually or automatically at the campaign start
- the manager's interface provides comprehensive contact filtering and list management tools
- the phone numbers are normalized when importing from CRM
- the structure of each contact list can be configured individually
- the CRM connector can be configured to import any useful data from CRM



Name	Cell	Home	Contract #	Debt
Alex Smith	12221234567	13331234567	1234	2500
Mark Spencer	14449876543	15559876543	4321	1200
Nick Nelson	16660987665	17771234567	1111	500

Built-in connectors provide the integration with any CRM software and other data sources. The structure of each contact list can be configured individually to contain any useful data imported from CRM. The phone numbers are normalized when importing.

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## Campaign Strategy Management

Advanced campaign management features include:

- multiple calling numbers
- contacts priority management
- calling time management
- scheduled campaigns
- campaign auto - start by triggering from CRM

Description	test	
Start	6/15/2015	03:23
End	6/16/2015	15:23
Contact response timeout (sec)	15	<input type="button" value="▲▼"/>
Number of dialing attempts	1	<input type="button" value="▲▼"/>
Delay between dialing attempts (sec)	15	<input type="button" value="▲▼"/>
PBX IP address	192.168.202.98	
PBX port	5060	<input type="button" value="▲▼"/>
Start type	User's request ▼	
Stop type	Automatically ▼	

Use the advanced campaign management features to setup the campaign strategy - the number to be dialed first, how much attempts to perform, when to start trying the alternative numbers etc. If all attempts fail, you can configure the SMS message to be sent.

Once the campaign is set up, it can be started manually or by schedule. The campaign can also be triggered from CRM - for example, in the beginning of the business day the CRM app uploads the list of clients who's orders are ready, "Outbound" detects the new list and automatically starts the campaign to notify clients. .

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## Dialing Modes

Outbound supports the following modes:

- Voice Drop – to play the audio message including TTS support to generate the messages on the fly using the data imported from CRM («Your order No. 158 is completed»),
- Power IVR – to play the audio message and connect the client to the IVR;
- Progressive – the new outbound call to customer is placed only when an agent is available to handle the call; once the customer is reached it gets connected to an agent;
- Predictive\* – gathers the campaign statistics and uses the predictive algorithm to place a new call when an agent is about to finish the current one;
- SMS\* – integration with GSM-gateway is supported.

\* **the feature will be available in the upcoming release.**

## Reporting

The real time campaign statistics is available in the secured web - interface:

The screenshot shows a web interface for managing outbound campaigns. At the top, there's a navigation bar with "Outbound" in green and "Administrator John Smith" on the right. Below that, a menu bar includes "Campaigns", "Monitoring / Reports", "Users", "Data sources", and "Settings". The main content area is titled "Campaigns" and contains a table with the following data:

#	Status	Author	Description	Type	Start/end time (plan)	Actions
1	📧	John Smith	The New Offering	Voice Drop		▶ 📄 🗑️
2	▶	John Smith	Customer Satisfaction Survey	Progressive	8/29/2015 6:00:00 PM	▶ 📄 🗑️
3	▶	John Smith	To Get a Discount	Voice Drop		▶ 📄 🗑️
4	■	John Smith	The New Offering	Voice Drop		🔄 📄 🗑️

Once the campaign is finished the report can be sent by email or uploaded to the network drive to be imported to CRM. For more information, please contact

## CommSouth Infocom Private Limited

AG-56, 1st Floor, 3rd Street, Annanagar, Chennai. India – 600 040.

Email: [info@commsouth.com](mailto:info@commsouth.com)

URL: [www.commsouth.com](http://www.commsouth.com)

India | Singapore | UAE | Saudi Arabia