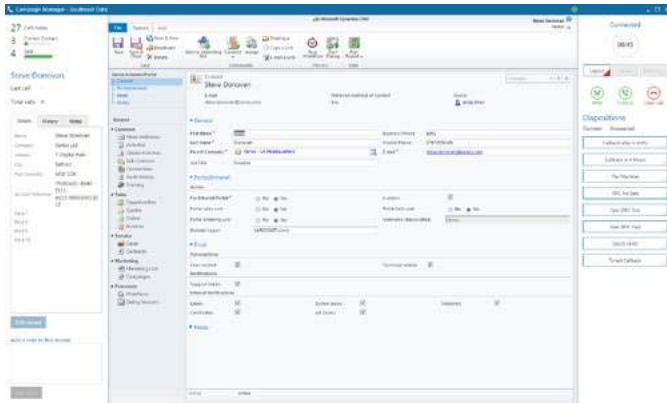


# MiContact Center Campaign Manager

Progressive outbound dialler improves outbound staff productivity



## Key Features

- Reduces manual call setup time
- Manages your Contact & Callback Strategy
- Manages user's wrap-up time between calls
- Provides supervisors with views & reports on users activity

MiContact Center Campaign Manager is a progressive dialling solution designed to improve the productivity of outbound telesales staff when using the MiVoice Office 250 phone system.

MiContact Center Campaign Manager is a purely software based dialler that uses the rich OAI interface of the telephone system to make and manage calls on behalf of users and improves outbound performance.

The MiContact Center Campaign Manager solution is part of the Mitel Communication Service and works in conjunction with Mitel Phone Manager to provide a dedicated outbound dialler interface for the end user.

## Recycling and Callbacks

The software automatically handles rules to recycle a dialled number if the called party does not answer or the user gets voicemail. The user can also book a callback at a specified time and date and MiContact Center Campaign Manager will automatically make the call at the right time.

## Disposition Codes & Contact Strategy

The software can be configured with "Disposition" codes (also known as "Outcome" or "Result" codes) that control the dialler behaviour and track whether the user managed to contact a "Right Party" and then whether the call was successful. Each Disposition Code can be configured with the appropriate "Wrap up" time after the call before the software dials the next number.

## Realtime and Historical Reporting

MiContact Center Campaign Manager provides the supervisor with a "Real-Time" view of campaigns so that the quality of the data and the performance of the team can be assessed at a glance. Useful information such as the % Right Party Contact (RPC) and the % Conversion rates are updated for today's performance.

As well as a range of standard historical reports available from the MiContact Center Campaign Manager UI, the software integrates to Mitel's MiContact Center Office Edition software to provide activity reports for both inbound and outbound calls.

## Mitel Phone Manager UI

The Mitel Phone Manager client software is configured to function as the MiContact Center Campaign Manager user interface for outbound users and campaign specific disposition codes and call record data are dynamically applied to user's screen in real time.

**Disposition Codes**

**SALES LEAD**

Description: SALES LEAD

Number: 101

Wrap-up time: 30

Send notification email:

Call state:  Answered  Unanswered

Contact type:  Automated answer  Wrong party contact  Right party contact

Contact strategy:  Recycle call  Callback  Completed call

Conversion:

Show advanced options

Call next telephone number:

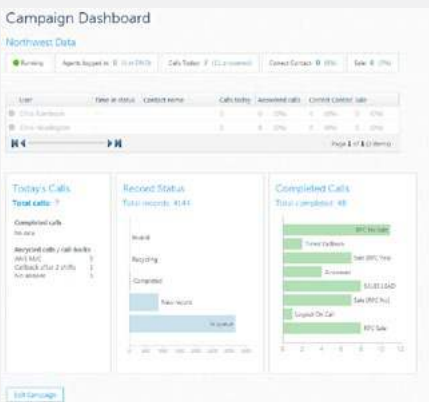
Call control:  None  Clear call  Transfer call

Move to a different campaign:

Mark as invalid number:

Save Cancel

*Easily configurable contact strategy*



*Supervisors can easily view campaign performance*

## Key Features

- Automates outbound dialling
- Uses the MiVoice Office 250 telephone to make the calls
- No silent or dropped calls
- Call Blending gives priority to inbound calls, utilising existing MiVoice Office 250 Hunt Groups
- Configurable Disposition Codes
- Real Time & Historical reporting
- Easy to configure and use

## Benefits

- Vastly improves call connect and contact rates
- Leverages existing Mitel infrastructure
- Low cost of implementation
- Users can handle both inbound and outbound calls
- Software license upgrades quick to implement
- Software can be virtualised supporting both VMWare and Hyper-V

## Architecture

- Windows 7, 8, 8.1 (Professional / Enterprise / Ultimate) 32/64-bit
- Windows Server 2008 SP2, 2008 R2 (Standard/Enterprise/Datacentre) 32/64-bit
- Windows Server 2012 (Standard/Enterprise/Datacentre) 64-bit
- VMWare & Hyper-V Environments Supported
- CPU: Intel Core Duo (or equivalent) 1.8GHz or faster
- RAM: Minimum 4GB, recommended 8GB
- Microsoft .NET, version 3.5 & 4 Extended
- Active Directory integration by OU for user configuration

## Upgrade Options

- Simple software licensing upgrade via www
- Up to 50 users per server
- Server license bundled with 5 user starter package