

MiContact Center Outbound

Increase revenues and control operating costs with outbound dialing, campaigning and scripting



Does your business need to streamline your outbound contact center operations and automate outbound dialing? Are your agents burdened with multiple business systems in order to do their jobs? Does your business struggle to comply with rules and regulations surrounding automated outbound dialing? Are you faced with proactively reaching customers for messaging, like appointment or payment reminders? Do you need tools to accelerate lead generation and close sales? Are your IT administrators faced with the challenges of configuring a contact center solution they don't understand?

Key Benefits

- Automate outbound dialing to improve agent efficiency
- Remove the administration burden from IT
- Ensure regulatory compliance
- Empower agents with tools for first-contact resolution
- User-friendly, visual campaign management



If you answered yes to any of these questions, MiContact Center Outbound can help you drive agent productivity and customer experience, increase revenues and control operating costs, and simplify IT management.

MiContact Center Outbound is much more than a simple outbound dialer, it is a comprehensive, integrated outbound strategy management suite. MiContact Center Outbound supports all modes of outbound dialing and multi-channel interactions and includes a wide range of campaign management tools. In addition to this, our solution is tightly integrated into light touch Customer Relationship Management (CRM) system and agent scripting modules to form a complete solution that meets a wide range of outbound contact center requirements.

MiContact Center Outbound Tools Enable You To:

- *Automate outbound dialing to improve agent efficiency*
- *Give agents tools that facilitate first-contact resolution and ensure business process and regulatory compliance*
- *Empower your business with tools to accelerate lead generation and close sales*
- *Remove the administration burden from IT and empower managers and supervisors*

Automate Outbound Dialing

One of the biggest challenges facing any outbound contact center is keeping agents busy and on the phone. With MiContact Center Outbound, this can be achieved in two ways: automated outbound dialing and support for multi-channel contact. By presenting and automatically connecting agents to outbound calls you can optimize agent productivity and streamline the agent experience. With the ability to screen pop customer information and provide agents scripts on the desktop, you can enable agents to make informed, personalized outbound contact with your customers – for example, to provide promotional updates or appointment reminders. This significantly reduces the costs of operating a contact center. This type of proactive customer contact can also reduce costs outside of the contact center, by reducing the likelihood of missed appointments or missed payments.

MiContact Center Outbound solution includes support for the four main outbound dialing models: Preview, Progressive, Power, and Predictive. Preview dialing prompts agents not actively handling calls to view available customer information and decide whether to place a call or not using a click-to-dial manner. This is especially useful

in debt collection campaigns, as agents can gain in-depth knowledge of the customer history before contacting them.

Progressive dialing expands on this functionality by automatically making outbound calls and screen popping them on the agent desktop after an agent is idle for a configurable period of time. This is useful for sales and marketing campaigns as it ensures that agents are available to speak with customers.

Power dialing further automates the outbound dialing process by automatically delivering a connected call and screen pop to the agent desktop as agents become free. This type of dialer is often used in campaigns addressed to existing customers where the goal is to have them renew service, or upsell a product or service.

Finally, predictive dialing is the most productive form of dialing automation, as it proactively makes outbound calls based on when agents are predicted to complete active transactions. This ensures that the system connects to live customers as soon as an agent has finished with the previous customer.

Ensure Regulatory Compliance

All around the world, regulatory bodies are adopting strict legal controls over the use, and abuse, of automatic dialing equipment and failing to comply with these regulations can result in heavy fines for your business. The MiContact Center Outbound dialer is fully compliant. The dialer is self-pacing so that abandoned predictive calls are kept strictly within the legally permitted levels automatically and without the need for administrator intervention. Any abandoned calls from the dialer result in a short recorded message and caller ID is always presented to recipients of automated outbound calls. While outbound dialing and Answering Machine Detection has been become very regulated throughout the world, our customers have the benefit of knowing that MiContact Center Outbound has the features and functionality you need to ensure that your outbound campaigns are compliant worldwide.

Empower Agents With Tools for First-contact Resolution

The light touch CRM forms the basis of the MiContact Center Outbound Dialer, which provides agents with the advantage of having a complete history of previous customer contact, as well as past transactions, and all other information relevant to their interactions. Unlike other CRM systems, the MiContact Center Outbound CRM is dedicated solely to supporting contact center processes. Other dialers simply treat numbers on calling lists as records, whereas the MiContact Center Outbound solution treats records as people or customers. By building the Dialer on top of the CRM system, the MiContact Center Outbound solution is able to provide more personalized customer experiences.

Knowing as much as possible about the people you are contacting is key to allowing your business to intelligently segment caller lists into individual groupings which share similar characteristics. This not only enables you to plan more efficient outbound campaigns, but results in an increase in list penetration and conversion rates.

The MiContact Center Outbound CRM also seamlessly integrates with MiContact Center Scripting capabilities.

Ensure Business Process Compliance

The majority of CRM systems on the market do not provide agents with call scripting tools, and if they do, it is simply as a secondary function. MiContact Center Outbound takes a much different approach. We believe that the most important part of the customer experience is the journey between "hello" and "goodbye" and our CRM is there to support call scripting through this process and assist agents in guiding customers from the start to the end of an interaction. And this doesn't mean that agents turn into robots and simply recite scripts as they are prompted on their desktops; this just means that agents have the tools they need to easily follow business processes and ensure successful customer interactions each and every time. This increases first-contact resolution rates, reduces interaction handling times, and frees agents from the necessity to memorise processes, systems, and data.

MiContact Center Outbound makes agent scripting simple through intuitive and powerful visual scripting interfaces. This makes campaign creation, deployment, and modification a management task and not an IT or software development task. This makes more effective use of your IT resources, so developers can concentrate on the challenging task of extending the functionality of the system as opposed to campaign creation. Using MiContact Center Outbound, the average outbound campaign can be created and deployed within hours, including: script design, data import, call strategy and call recycling definitions, basic reports and data exports, and team creation, assignment, and scheduling. Scripts can be modified with zero downtime and the dynamic manipulation of call scripts, teams, and calling lists means that agents can move seamlessly between different versions of campaigns and scripts.

Our scripting solution integrates out-of-the-box with Web Services in order to retrieve information from business systems and services across the Internet, which enable agents to adapt and adjust to changing circumstances outside of the core script. For example, a script could be integrated with a Web service to use the most current exchange rate when performing an international transaction, to perform a credit check, or to have access to the most up-to-date weather. Scripting can also perform the reverse of this function, and can be used to export data through Web Services to capture customer interactions in external systems. This ensures that vital business systems and databases are synchronized at all times, which enables agents to provide more prompt, informed customer experiences.

Intelligently Manage Campaigns

All of the MiContact Center Outbound solutions are related to campaigns: from business processes, to agent scripts, to the CRM data used, to the specific teams assigned certain types of work. Campaigns can involve inbound or outbound voice channels, Web chat, email, or simply workflows. The most powerful manifestation of the MiContact Center Outbound campaign functionality is in the context of outbound contact. Our dialer is fully integrated with campaign capabilities to deliver sophisticated, intelligent multimedia customer contact.

Outbound campaigns are the vehicle through which campaign strategies are applied to the dialer in order to maximize conversion rates, contact rates, and list penetration. It is a way of designing marketing campaign templates that allows you to deploy multiple marketing campaigns fast and control them with ease. Even with the most efficient dialer in the world, you could still have low contact and conversion rates because you are contacting people at the wrong time, using the wrong agents, or offering the wrong products or incentives. This is where MiContact Center Outbound is able to provide enhanced value to your outbound operations.

Our campaign management provides unique list segmentation tools based on the visual manipulation of Venn diagrams. This is an excellent example of how we are able to make technology accessible to non-technical users. Most other campaign applications tend to require the use of SQL or other database tools in order to filter records into various lists. This requires advanced technical knowledge which can delay the deployment of tactical campaign strategies. In MiContact Center Outbound, this is simply a drag-and-drop method involving the manipulation of graphical objects which can be learned and performed quickly by any non-technical user within your business.

MiCONTACT CENTER OUTBOUND CAMPAIGNS PROVIDE MANY OTHER USER FRIENDLY YET POWERFUL FEATURES SUCH AS:

- *Campaign strategy and call recycling rule management*
- *Automated data imports using a wide range of sources such as files, spreadsheets, and databases*
- *Scheduling of reports to run periodically and be delivered in many different ways*
- *Blending of lists to deliver varied work to agents and still adhere to campaign specific SLAs*
- *Manage list quotas, so that a list can stop delivering records when certain conditions are met*
- *Use advanced contact parameters determining how you want to process each list. For example, you can choose to try each record once before making a second attempt or save untried record for such times that there are no retries to be made*
- *Choose when you may wish to link a record to an agent (for example, when agents are incentivised through commission) or at what point to release the link (for instance, when agents go on holiday)*

User-friendly, Visual Campaign Management

The MiContact Center Outbound solution is built to make seemingly complex problem sets easy to solve through visual interaction design, an open platform, and our unique unified agent desktop integrations.

Our suite of outbound contact center solutions offers a comprehensive, visual, and user friendly campaign management experience including a host of options:

- *Visual data segmentation and list creation*
- *List prioritization*
- *List blending (with weighting)*
- *Visual, powerful and intuitive call recycling strategy builder*
- *Web services API for list insertion / update*
- *Easy dynamic assignment of agents to campaigns with no down time*
- *Real time record suppression utility avoids unnecessary and possibly awkward calls*
- *Quota management*
- *Bulk queue changes*
- *Multimedia enabled (email & SMS blasts)*
- *Advanced CTI agent tools (various call transfers, hold, break, etc.)*

The MiContact Center Outbound solution is built on an open platform. This modular approach allows developers and IT staff to add custom and advanced features quickly and easily, without affecting the core system. We also offer the ability to integrate multiple and diverse external applications and databases to provide a seamless unified agent experience. For example, using Web or EXE integrations with third-party applications, you could automatically prompt agents with billing or ticketing systems at precise moments during a customer interaction, based on preconfigured business processes within the scripting tool.

Effectively Measure and Manage Your Operations

While other outbound contact center solutions focus primarily on Key Performance Indicators, which are nothing more than agent metrics (calls handled, average call duration, etc.), MiContact Center Outbound enables businesses to produce and analyze reports that link both



business transactions and agent performance. Whether you are trying to analyze the relationship between agent skills and sales values or between time of day and conversion rates, all of the metrics you need to efficiently and effectively measure the success of your outbound campaigns are only a few clicks away. Reporting can also be automated through the Campaign Manager tool, which enables users to schedule and automatically receive reports monthly, weekly, daily, hourly, every time a call is handled, or when key workflow events occur.

MiCONTACT CENTER OUTBOUND PROVIDES THE FOLLOWING GENERIC CONTACT CENTER KPI REPORTS:

- *Campaign Metrics*
- *Team and Individual Agent Performance*
- *Dialer Performance*
- *List Penetration*
- *KPI Analysis*

It also has the ability to provide campaign-specific reports, such as:

- *Call Result Distribution*
- *Data Capture Results*
- *Calculated, Campaign-specific Financial Results*

MiContact Center Outbound also includes real-time monitoring capabilities. The Live Monitor tool provides a constant stream of real-time, precise, and extensive information to contact center administrators, managers, and supervisors about the current activities of your business.

THE MiCONTACT CENTER OUTBOUND LIVE MONITOR PROVIDES HUNDREDS OF STATISTICS FROM FOUR DIFFERENT PERSPECTIVES

- *By Team*
- *By Campaign/List*
- *By Agent*
- *Dialer Status*

Due to the tight-knit integrations between our dialer, scripting, and voice platforms, the Live Monitor can provide up-to-the-second information related to agent activity. For example, a supervisor can monitor what script each agent is following, what customer they are speaking with, how long they've been on calls, and even how long they've been on a specific step of the current script. Live Monitor data is presented in either tabular or graphical form (charts, graphs, etc.) and ensures that your contact center managers and supervisors always have the tools they need to make prompt, informed decisions about your operations, ensuring the highest level of customer experience.

Modular Solution to Meet Your Business Needs

We recognize that every contact center is different, so we offer our MiContact Center Outbound suite of solutions through modular licensing. As your requirements evolve and grow over time, you can easily and cost-effectively add on functionality to your existing operations.

FEATURES

- *Outbound dialing: power, preview, progressive, and predictive*
- *Customer Relationship Management database*
- *Agent scripting*
- *Third-party integration*
- *Unified desktop*
- *Web self service*
- *Real-time and historical reporting*
- *CTI integration with MiVoice Business*

BENEFITS

- *Increase agent productivity through minimized downtime*
- *Facilitate first-contact resolution and business process compliance*
- *Provide knowledgeable, high-quality customer experiences*
- *Increase profitability per customer interaction and buyer conversion rates*
- *Improve customer retention through proactive customer interactions*
- *Maximize campaign performance with sophisticated campaign tools*
- *Improve supervisor decision making with real-time and historical business analytics*
- *Minimize downtime and risk by ensuring business continuity and regulatory compliance*
- *Make complicated problems easy to solve with visual diagramming interfaces*