

QuickCAMPAIGN

Introduction

In telemarketing companies and call centres, the concept of outbound dialing is well known. In fact you can spend a fortune optimizing every last second of down time to increase productivity on the phone by predicting when an agent will become available. But this is all very niche. What about the enterprise who wants all the benefits of an outbound telemarketing campaign without all the cost and complexity? Now there's a solution and you don't even need PCs at every desk to run it. Called Quick Campaign, this is an all-purpose, easy to use application for any business running Alcatel OXE/OXO.

All you need is a phone

Because an XML IP Handset looks like a telephone, doesn't mean that it is necessarily a telephone. In fact it's a computer. It is linked to the data network and it can do everything a PC can do. The only limitation of course is the size and type of screen. So, now you don't even need a PC.

Getting started

If you want to use the application out of the box, you simply collate your contact list in comma delimited "This is a well known and common format" and use the administration toll provided with Quick Campaign to import them, hey presto you have yourself a campaign. For companies who prefer to use their own database, we can also customize the integration with using our middleware components to produce a proprietary database driver library.



TPS matching

If you're in the Call Centre business you will be well aware that fines are issued if calls are made to individuals who have registered under TPS. The Quick Campaign product includes a TPS matching tool that provides you with the ability to remove contacts that fall under within this criteria

Create your own campaigns

The web based administration tool allows you to configure as many campaigns as you need and each campaign can be configured individually using several options that signify how the system will interoperate with the agents logged in to the campaign.

Sample Campaign Options

- Auto Wrap up On Busy
- Auto Wrap up On No Answer
- User definable Phone Key Options
- Call Rescheduling



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Agents login using the phone

Once you have created your campaigns the agents simply login by hitting the "Quick Campaign" key that is displayed on the phone and then selecting the appropriate campaign. There's no configuration necessary as this is predefined when creating the campaign. All the agent has to do is start dialing.



How the calls are presented

Because of the nature of the phone browser, we have chosen not to display all of the contacts with a view to the agents cherry-picking the ones that they want. We have decided that the decision will be made by the server and one call at a time will be presented to the agent. The display will show Surname and First Name, but we do not display the contact number due to standard call centre regulations. Once the contact has been displayed all the agent has to do is to press "Campaign" and the call is made.

What happens if the line is "Busy"

The software is intelligent enough to understand a busy signal and in these cases, the system uses the predefined "On Busy Action" to reschedule, or close the call automatically.

What happens if there is "No Answer"

In the event of the call not being answered within a pre-determined number of rings, the system uses the "On No Answer Action" to reschedule or close the call automatically. Providing the "On Busy" & "On No Answer" automatic wrap up options improves performance and prevents the agent from using these calls as an excuse for time lost.

How Does the Agent Log a Call's Outcome

When a call is connected the agent is offered several options, these would have been predefined when the campaign was created. When the agent selects the appropriate option, the system will automatically log the a "predefined code" against the contact that will be used for reporting purposes.



The Calls Keep On Coming

As soon as the call outcome is chosen, the next call is delivered to the agent's handset and the process is repeated. In fact, we believe that productivity in terms of outbound calls made per agent can increase by as much as 400%.

Reporting on the outcomes of the calls made

The product includes several reports that allow you to review the outcomes of the calls that have been made. In addition to this the administration tool also provides the ability to export contacts to a comma delimited file by creating criteria based on the call outcomes. These files can then be imported into another campaign, such as a "Call Me Back Campaign" or simply kept for future reference.

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