



PRODUCT DATASHEET

Outbound Campaign Management For Blended Campaign and Accurate Dialing

REACHING OUT TO YOUR CUSTOMERS

In accordance with policies and operational requirements, companies need to contact their existing and potential customers by telephone for several reasons. Among these, tele-sales, collections, courtesy and welcome calls are considered to be some of the main outbound activities for today's business needs. Companies engage a significant number of staff in these activities. Various departments such as marketing, sales, customer services, billing, collection and recovery gather target clients and then prepare lists for outbound calling staff.

TRADITIONAL METHOD OF CALLING

The target lists are then handed over to staff that is assigned to make calls. These outbound agents use a phone set and manually dial the numbers. After each dialing attempt, agents keep a manual paper based log of dialing result, feedback received, talk time, number of attempts, numbers already dialed, which is not as authentic. These paper based logs are then returned to the originating department for further processing.

LIMITATIONS OF MANUAL DIALING

The manual procedure for outbound dialing possesses many drawback and limitations to a business. First of all, the processing of each call takes longer and agent performance is difficult to measure. Next, the lists of target numbers are paper based and cannot be shared among agents resulting in inefficient call distribution. Furthermore, the manual logging lacks precision; there is no quality assurance option and no tools for conflict resolution or call auditing. Finally, accurate reports, showing different aspects of outbound dialing process, are not easily available in the manual approach.

WELCOME TO A MANAGED APPROACH

OneView Outreach solution by ZRG addresses the limitations of the traditional manual approach and provides a robust and versatile platform for managing the outbound dialing function. OneView Outreach offers a high degree of flexibility, control and manageability to the call center manager to carry out



several types of calling campaigns simultaneously. The outbound agents use a headset and an on-screen Soft Phone that helps them become more efficient and productive. It also helps the management in conducting outbound campaigns with complete documentation of activities and agent performance.

ONEVIEW OUTREACH ADVANTAGES

OneView Outreach solution for outbound campaign management can help your business in managing customer relationships and generate new revenues.

Increases staff productivity

OneView Outreach provides all the capabilities required to make your outbound calling agent more effective and better prepared for customer interaction.

Conducting multiple campaigns

With OneView Outreach, you can simultaneously run and manage multiple campaigns. The target numbers, scripts and interaction screens are based on type of campaigns assigned.

Scalability

You can have from 8 agents to hundreds of agents at a single location or you could choose to distribute your operations at two or more separate locations. The OneView integration layer allows you to view the campaigns and locations individually or in a consolidated way.

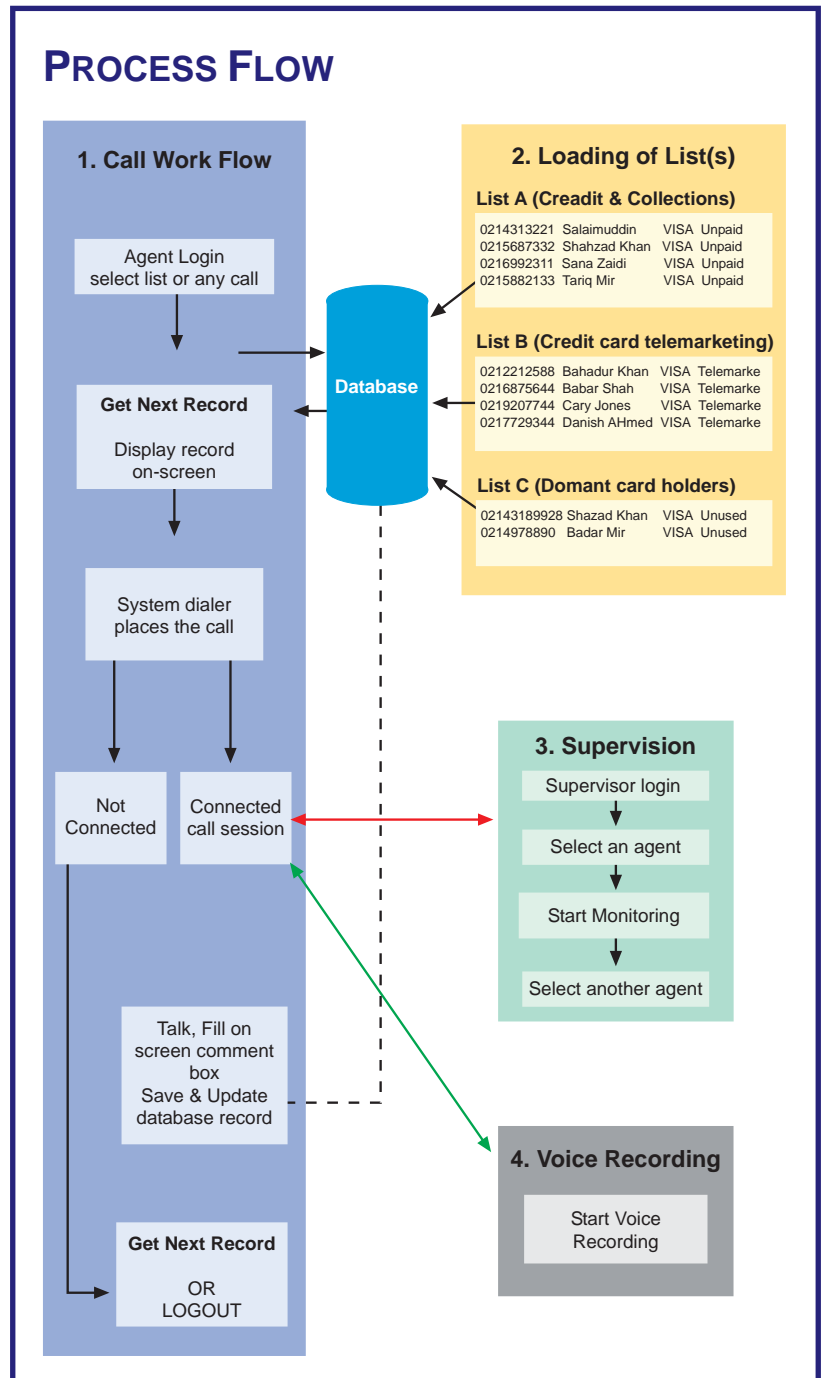


A MANAGED WAY TO CONDUCT OUTBOUND CAMPAIGNS

- **Outbound Call Control**
 - System based dialing and call analysis
 - Least cost routing algorithms
 - Modes: Preview, Progressive, Power and Predictive
- **Intelligent Loader**
 - Automated and manual data loading option
 - Flag based indicator to manage multiple campaigns
 - Batch loading directly from external data sources
 - Feed abandoned inbound calls directly
- **Configurable Scripts**
 - Record based script display
 - Link it with database to populate various key fields
- **Automated Campaigns**
 - Define a campaign to deliver a pre-recorded message
 - Assign the campaign to a list of numbers
 - Allocate channels to be reserved for auto mode

MONITORING AND CONTROL

- **Performance Monitoring**
 - Detailed views of campaign progress
 - Group and agent based activity display
 - Quality assurance with live voice monitoring
 - Service levels display as per defined rules
- **Campaign Progress Reporting**
 - Built-in reports of call activity, targets, agent activity
 - Custom reporting with new reports
 - Log data export option
- **Interaction Recording and Review**
 - Record outbound calls and save for QA review
 - Search send retrieve recording on the basis of called number, agent, date, time, duration, work code, etc.

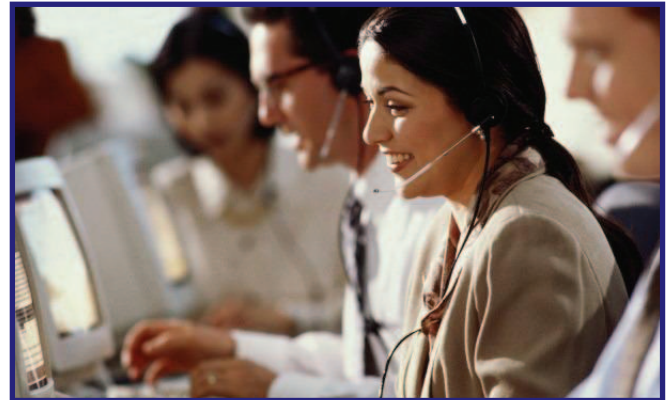




GET THE RESULTS THAT YOU ARE LOOKING FOR

OneView Outreach is the most flexible outbound campaign management solution that allows you to carry out multiple outbound campaigns and allocate agent resources. OneView Outreach can be easily integrated with a variety of data sources to automatically load calling jobs. But most importantly, OneView Outreach is not a fixed or limited solution, it can be completely customized as per customer requirements.

To learn more about OneView Outreach Solution, contact us today by visiting our website, www.zrg.com or send us an email at info@zrg.com.



Campaign

Title: Description:
 Start: End:

Script

Jobs

Customer: Account No.:
 Name: PridCrdNo:
 New N.I.C #: Old N.I.C #:
 Address 1:
 Address 2:
 Address 3: City:
 Res. Tell: Off. Tell: Mobile:
 M.Maiden N.: D.O.B:
 Billing Date: Channel: Limit:
 Remarks:

Next

Details

Call Result: Job Result:
 Description:

Save

Communication Deck

Mode: Not Rdy Response: Message
 TIME SINCE UID TCR TCA TCU
 REC OutBound Idle 12:10 00:04 0036 0 0 0

Voice

Call To: Status:
 Talk time: Dialing please wait
 Hold time:

Dial Mute Hold Transfer Finish

00:00:07 | 00:00:07 | 00:00:08 | 00:01:59 | 00:00:00 | PSL 77% | GSL 100%

You are connected now

Scores

View - 1 Call - 1 Success - 0 Others - 0

History

DateTime	User	Call Result	Description
24/02/2007 07:3...	outbound	Answered	Test
20/02/2007 06:5...	outbound	Busy	Invalid Number

ZRG International

ZRG is the leading Contact Center Solutions provider and consulting organization. We are highly focused in the area of Computer-Telephony Integration (CTI) and Customer Contact handling solutions.

ZRG holds an excellent reputation for the robust solutions, technical strength and project management capabilities. It offers intelligent call management solutions that are based on open standards based technology and are highly flexible in nature.

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