

# campaign management



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Campaign management is at the heart of any contact center. Here the critical decisions that affect the productivity and profitability of the business are made and with clients demanding ever more precision and granularity in controlling how effectively their line of business data is managed, the complexity of the contact center manager's job can be compared to that of an air traffic controller.

Just like the air traffic controller, the contact center manager depends on reliable and competent management tools to do his job well. Softdial Campaign Manager provides a logically arranged control and monitoring suite that simplifies the task of keeping the contact center 'flying' under the most demanding conditions.

In common with the other world leading Softdial components, Softdial Campaign Manager™ automates functions that should be automated while providing intuitive control interfaces wherever manual intervention is required.

## Highlights

### Linked Campaigns

Multiple outbound lists may be easily combined into a single campaign, maximising dialer and agent productivity and allowing controlled blending of records from each list. Records may be apportioned based on the individual list sizes or ratios may be set, for example to give time or access frequency limited lists higher priority and separate retry rules.

### Multiple Numbers per Record

Softdial Campaign Manager™ offers comprehensive support for up to 10 numbers per record, each of which may be assigned different call progress options, time-to-call limits and prioritisation for retry purposes.

## Features

- Predictive, Progressive, Preview, Inbound, IVR campaigns
- Multiple lists per campaign
- Multiple numbers per contact
- Automatic Inbound/Outbound blending
- Outbound skills based routing
- Data selection filters with preview
- Retry and callback management
- Timezone management
- Do not call lists
- Campaign scheduling
- End of list management
- Automated dialer performance tuning
- Call recording management
- Database management
- Blended Audio, Email, SMS, IM
- Regulatory compliance management

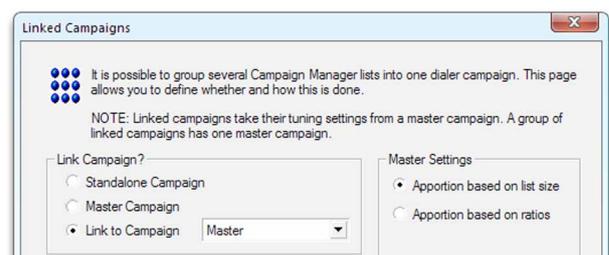


Figure 1 - Linking campaigns in Softdial Campaign Manager

	Database Column	Call Progress Analysis	Earliest Call	Latest Call	Priority Column
Phone #1	Telephone	Native	18:00:00	21:00:00	Telephone_FLAG
Phone #2	Work_Tel	Native	09:00:00	17:30:00	Work_Tel_FLAG
Phone #3	Mobile_Tel	AMD+Connect	09:00:00	21:00:00	Mobile_Tel_FLAG

Figure 2 - Multiple number setup

**Retry Schemas**

A versatile set of retry schemas is also provided with the ability to adjust retry order and retry count limits based on individual numbers or all numbers in the record.

Different retry count limits can also be set depending on the outcomes returned, for example, machine detection outcomes can be set with a lower number of retries and higher retry limits can be set for busies and no answers. It is also possible to set the retry interval based on the last outcome.

**Filter Selection and Preview**

Softdial Campaign Manager™ provides flexible filter selection options using either the built in 'Condition Editor' which does not require any SQL Query knowledge, or a SQL free form query tool that allows the user to construct more complex selection queries.

Filtering can be based on any campaign database field to select only a particular type of record, for example with a campaign running during working hours, filtering could be used to target people over pensionable age.

Before applying a filter it is essential to check that the filter will select only the intended records.

Campaign Manager includes a snapshot preview tool that allows the user to test and preview a new filter before applying it to the campaign list, eliminating the risk of costly errors.

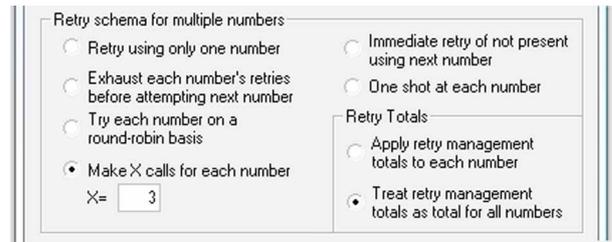


Figure 3 - Retry Schemas for Multiple Numbers

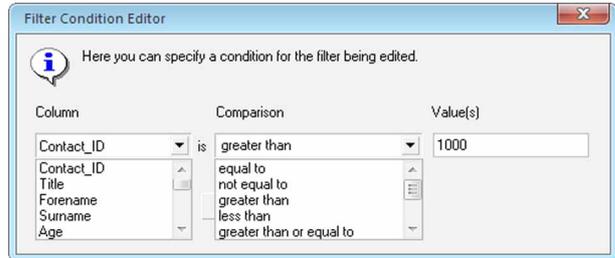


Figure 4 - Setting up a filter with the Filter condition Editor

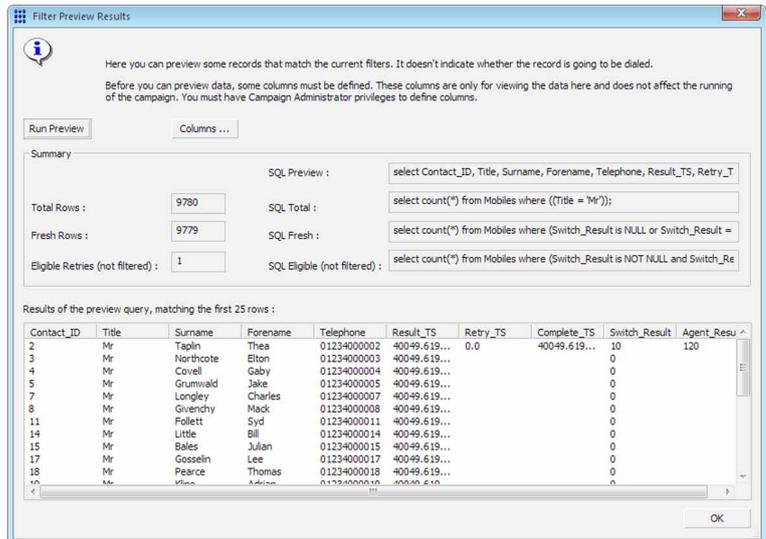


Figure 5 - Previewing selection filter results with the snapshot preview feature

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