



OpenScape Contact Center Campaign Director

Creating Profitable Customer Experiences

From responsive to proactive customer care

Customers are the core of your business. So why would you wait for them to contact you? In today's increasingly competitive environment, customer satisfaction has gone beyond being *responsive* to customers to being *proactive* with customers.

"Customers react positively to companies that take special interest in them and anticipate their needs. This results in better brand recognition and increased loyalty"

Elizabeth Herrell
Forrester Research

When organizations like yours need to contact existing or prospective customers, the expectation is that you reach out to them with value and service. Otherwise, you run the risk of being ignored - or worse, irrelevant.

Traditionally, outbound dialing has been viewed as purely a telemarketing or collections application. Companies would blindly call a list of customers and hope to sell a product or collect a payment due.

Telemarketing, collections, fundraising, marketing and customer service have advanced well beyond those days of generic lists. Today, these industries are being driven by database marketing with keen insights into customers.

Companies know which customers are most likely to buy, pay, donate and switch. They know when they like to be called and which phone number to call. They know what customer demographics are likely to be ideal customers and which aren't. As a result, your outbound dialing solution needs to be as smart as your marketing and customer service programs are.

That's why Unify offers OpenScape Contact Center Campaign Director - a complete campaign management solution.

Campaign Director provides managers with incredible insight into their operations via real-time reporting and remote monitoring. Managers gain the visibility and control they need to streamline operations, improve productivity, and respond to changing business needs like never before.

And with a click of the mouse, agents and managers can access intuitive web-based GUIs that give contact center managers control over all aspects of their contact center - without assistance from the IT department.

OpenScape Contact Center Campaign Director blends seamlessly with inbound queues so that agents can handle both inbound and outbound contacts as needed to maintain high service levels.

At its core, OpenScape Contact Center Campaign Director is a complete campaign management solution that provides value for every type and size of organization. It delivers a full range of customer experiences; from proactive customer care to collections.



The power to put your customers first

At Unify, we help our customers reach their goals of developing more satisfied customers. And when it comes to customer satisfaction, we practice what we preach. From initial design to ongoing support, your satisfaction is our top priority.

Transform your contact center into a world class profit center

Unify has helped thousands of companies around the globe boost their profitability. Whether you do telemarketing, collections, or proactive customer care, OpenScope Contact Center Campaign Director can help you transform your business.

World Class Features

- **Dialing Modes:** Preview, Progressive, Predictive, and Power dialing modes provide you with a choice of patented dialing algorithms
- **Skills-Based Routing:** Ensures that the right agents are selected with the right skills to handle the call
- **Call Blending:** Blend inbound calls from OpenScope Contact Center Enterprise with outbound calls from Campaign Director based on configurable thresholds

- **Agent Desktop:** Web client with telephony and agent state controls with customized agent scripting using off-the-shelf Dreamweaver software
- **Customization:** Dynamic List/Campaign Management including call tactics
- **Agent-Less Campaigns:** outbound IVR applications for appointment reminders, customer surveys, promotional announcements, etc.
- **Regulatory Compliance:** Flexible compliance rules allow you to readily meet government or industry do-not-call (DNC) legislation
- **Quality Monitoring:** Real-time audio and screen monitoring along with full-time call recording
- **Reporting:** Customizable real-time supervisor views and historical reports

At a Glance

- Preview, progressive and predictive dialing modes
- Skills-based outbound dialing
- Agent-less IVR outbound applications
- Built-in Computer Telephony Integration (CTI)
- Integrated digital recording and remote monitoring
- Real-time & historical reporting
- Works with your existing communications infrastructure

“The key for a company like ours is to find technology like this that is cost-effective and yet gives us the capability to maximize our potential.”

Jason Hiland,
Conversion Specialist,
CACI

Stay within budget

OpenScape Contact Center Campaign Director will pay for itself by improving campaign success with fewer resources.



“We are able to reach far deeper into the database, so we’re contacting more alumni and we’re doing it faster than ever before.”

Brad Sobotka
Information Manager of
Annual Giving
Syracuse University

Maximize agent productivity

Progressive and Predictive dialing modes will route only connected calls to agents; thus eliminating time spent looking up numbers, manually dialing them, listening to ring-no-answer, busy tone, and answering machines.

Amazingly, you’ll see an increase in the agent utilization rate of 50-400% over manual dialing! In contact centers, around 80% of the costs are related to labor - it’s critical to increase an agent’s productivity so that they are concentrating on key tasks such as speaking just to live customers.

Reduce operating expenses

Proactive outbound agent-less messages can dramatically reduce inbound call volumes (which are far more costly to handle at over \$5.00/contact compared to 50 cents/contact for outbound agent-less messages).

For instance, sending agent-less messages triggered by severe weather, bill format changes, follow-up on insurance claims, or prescription renewal reminders, to name a few.

Reduce Total Cost of Ownership

OpenScape Contact Center Campaign Director’s software-only platform offers a very cost effective solution with no proprietary hardware. The architecture can support any type of PBX infrastructure or can operate as a standalone platform so no changes to your current telephony environment are required - it’s an all-in-one, multi-media contact center platform.

Reach more customers in your database

The combination of patented predictive dialing, outbound SMS, call tactics and campaign management allow you to contact more customers to meet your contact penetration goals.

More efficient dialing

The combination of the patented Smart Pace™ dialing algorithm and superior answering machine detection delivers higher agent utilization rates than other solutions.

Reduce call and wrap-up times

With customized scripting, it’s easy to customize and modify scripts with pull-down menus, check boxes and easy call dispositions to shorten call times. Wrap up time can also be limited to improve agent availability.

Increase customer satisfaction

OpenScape Contact Center Campaign Director’s monitoring and audio recording features, combined with scripting, ensures a consistent customer experience.

Supervisors and QA personnel script each call for compliance and effectiveness and then monitor contacts to provide feedback on agent performance - so the customer experience is constantly improved and the best possible service delivered.

Automate repetitive tasks

With the ability to run agent-less campaigns, you can reach out to customers without involving expensive agent resources. Send reminders for new services, bill collection, appointments or perform a customer satisfaction survey. Remove repetitive tasks to increase agent satisfaction and retention.

Ease of management

In the contact center world, customer requirements change quickly. With the Manager Console, supervisors can react quickly to focus on new target segments in a campaign. Supervisors can perform “what if” scenarios to see how the list changes inventory and results based on various factors. Supervisors can override call tactics and change agent profiles immediately.

High availability and hardware options

You can implement OpenScape Contact Center Campaign Director in a high availability configuration to provide redundancy for customer data and connectivity. You can also run in a virtualized environment for more flexible deployment models.

Feature Set

- Run agent-less IVR campaigns for notifications, surveys, advertising, etc.
- Provide flexible lists and dynamic campaigns that can be changed on the fly as business needs change
- Individualize your customer interactions with segmentation down to the record-level
- Multiple levels of control for worry-free compliance
- Includes built-in audio recording for consolidated record information
- Integrates with any infrastructure to avoid vendor lock-in
- Requires no proprietary hardware for ease of maintenance

Bringing the value

From Sales to Customer Service, Contact Center Managers to IT Managers, OpenScape Contact Center Campaign Director brings value to your organization:

- Simplified campaign design, implementation, and change management
- Better resource utilization
- All-in-one platform means a lower Total Cost of Ownership (TCO)
- Increase revenue by maximizing list penetration, database segmentation and contact options
- Decrease costs with a software-based solution and virtualization support
- Improve business agility by getting new campaigns up and running faster than ever

You can achieve all of these goals and much more with OpenScape Contact Center Campaign Director.

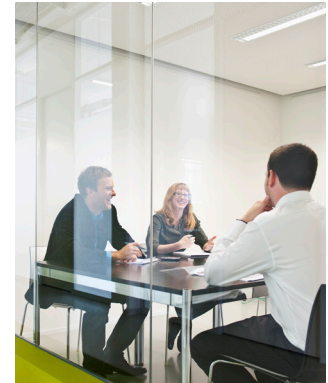
You’ll have full control over powerful, built-in features that boost productivity, customer loyalty, and business agility.

Gain real-time access to your database and change campaigns on the fly.

Build and modify scripts in a fraction of the time.

Obtain visibility and control over quality and performance.

Tailor skills-based routing strategies, and calibrate the precise conditions to optimize productivity and exceed your business goals - quickly, easily, and reliably.



“With our new state-of-the-art solution, our uptime is through the roof”

Brad Sobotka
Information Manager of
Annual Giving
Syracuse University

About Unify

Unify—formerly known as Siemens Enterprise Communications—is one of the world’s largest communications software and services firms. Our solutions unify multiple networks, devices and applications into one easy-to-use platform that allows teams to engage in rich and meaningful conversations. The result is a transformation of how the enterprise communicates and collaborates that amplifies collective effort, energizes the business, and dramatically improves business performance. Born out of the engineering DNA of Siemens, Unify builds on this heritage of product reliability, innovation, open standards and security to provide integrated communications solutions for 75% of the Global 500. Unify is a joint venture of The Gores Group and Siemens AG.

unify.com



Copyright © Unify GmbH & Co. KG, 2013
Hofmannstr. 51, D-81379 Munich, Germany
All rights reserved.
Reference No.: A31002-P3010-D101-2-7629

The information provided in this document contains merely general descriptions or characteristics of performance which in case of actual use do not always apply as described or which may change as a result of further development of the products. An obligation to provide the respective characteristics shall only exist if expressly agreed in the terms of contract. Availability and technical specifications are subject to change without notice.

Unify, OpenScape, OpenStage and HiPath are registered trademarks of Unify GmbH & Co. KG. All other company, brand, product and service names are trademarks or registered trademarks of their respective holders.

UNIFY Harmonize
your enterprise

Formerly Siemens Enterprise Communications