

# Cisco Webex Contact Center Outbound Campaign Management

Improve agent productivity and business performance

## Manage outbound campaigns from beginning to end

Managing outbound contact center campaigns doesn't have to be complex and confusing. Cisco® Webex Contact Center Outbound Campaign Management makes it easy. You'll know what is working and what isn't, and you'll have a system with the flexibility and intelligence to optimize your campaigns accordingly. Let Outbound Campaign Management improve the performance of your outbound calling and marketing campaigns—from the cloud.

## Benefits

Moving to Cisco Webex Contact Center Outbound Campaign Management will improve the business performance of your contact center, whatever your key performance metrics are.

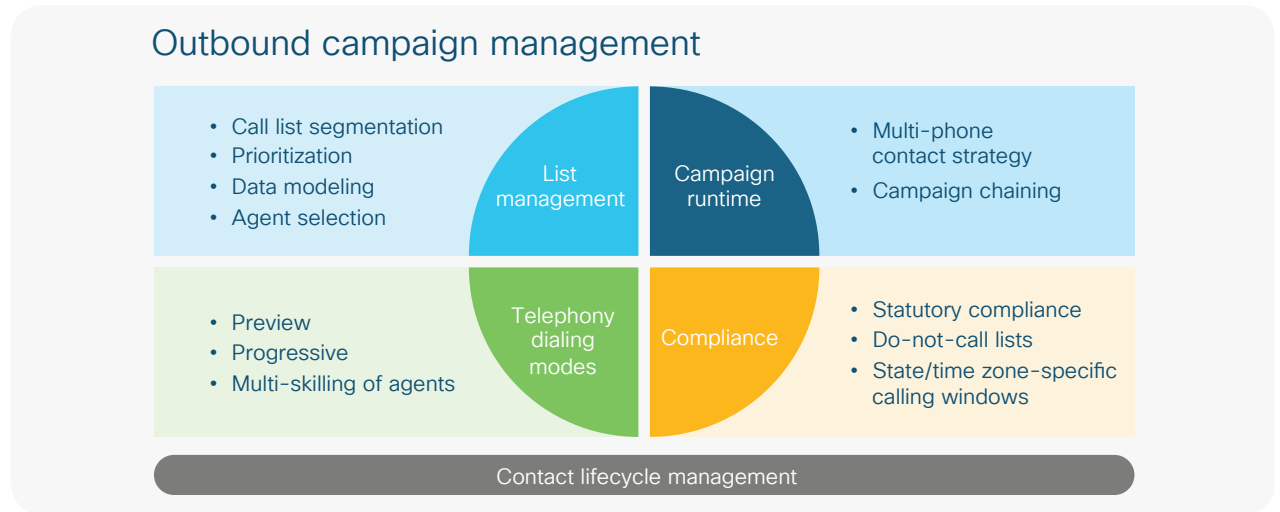
- Increase sales
- Increase upsells
- Increase customer retention
- Increase agent productivity
- Improve marketing campaign results

## Everything you need to effectively manage your outbound campaigns

Cisco Webex Contact Center Outbound Campaign Management offers automatic outbound calling for sales-oriented call centers. As with the rest of the Webex Contact Center product line, Outbound Campaign Management improves agent productivity and the overall business performance of your contact center. Your agents can now spend more time talking to customers and less time trying to reach them.

- List management
- Campaign runtime
- Telephony dialing modes
- Contact lifecycle management
- Compliance
- Outbound reports

Figure 1. Outbound campaign management

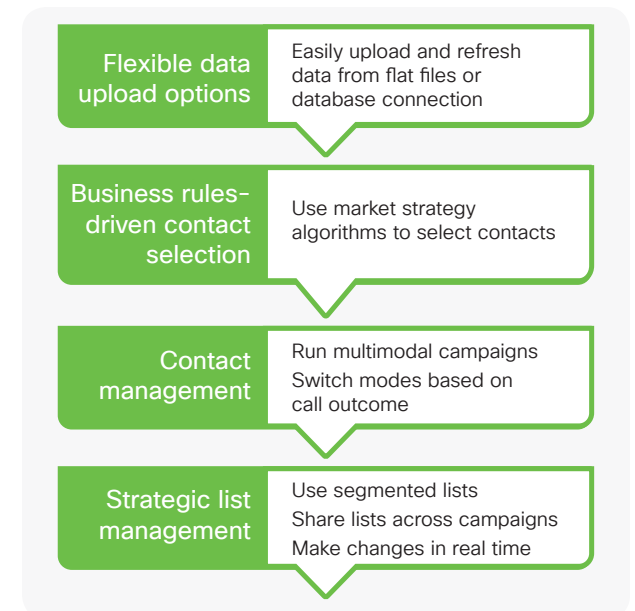


### List management

Your outbound campaign starts with a list, and Webex Contact Center Outbound Campaign Management has features to make list management easy for you.

- Flexible data upload options to get your list into the system
- Business rules to select which customers or prospects you want to contact from the list, based on your market strategy
- Contact management to prioritize the sequence of phone numbers where your contacts can be reached based on their preference
- Strategic list management to segment and share lists across campaigns and make real-time changes as needed

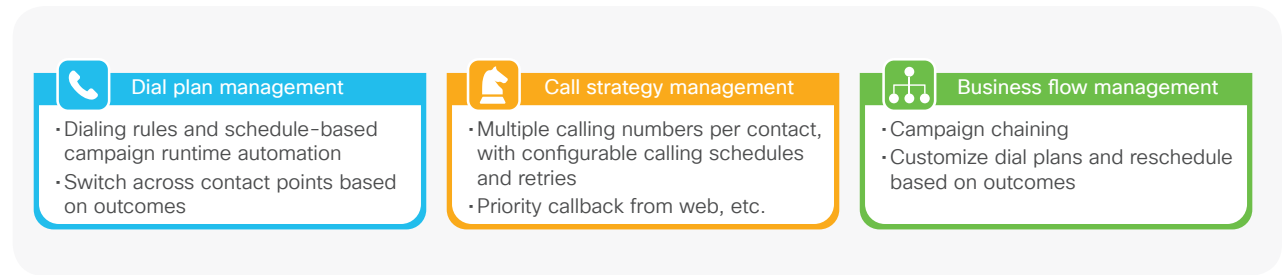
Figure 2. Flexible list management



### Campaign runtime

Cisco Webex Contact Center Outbound Campaign Management supports different management strategies for your outbound campaign.

Figure 3. Campaign runtime management

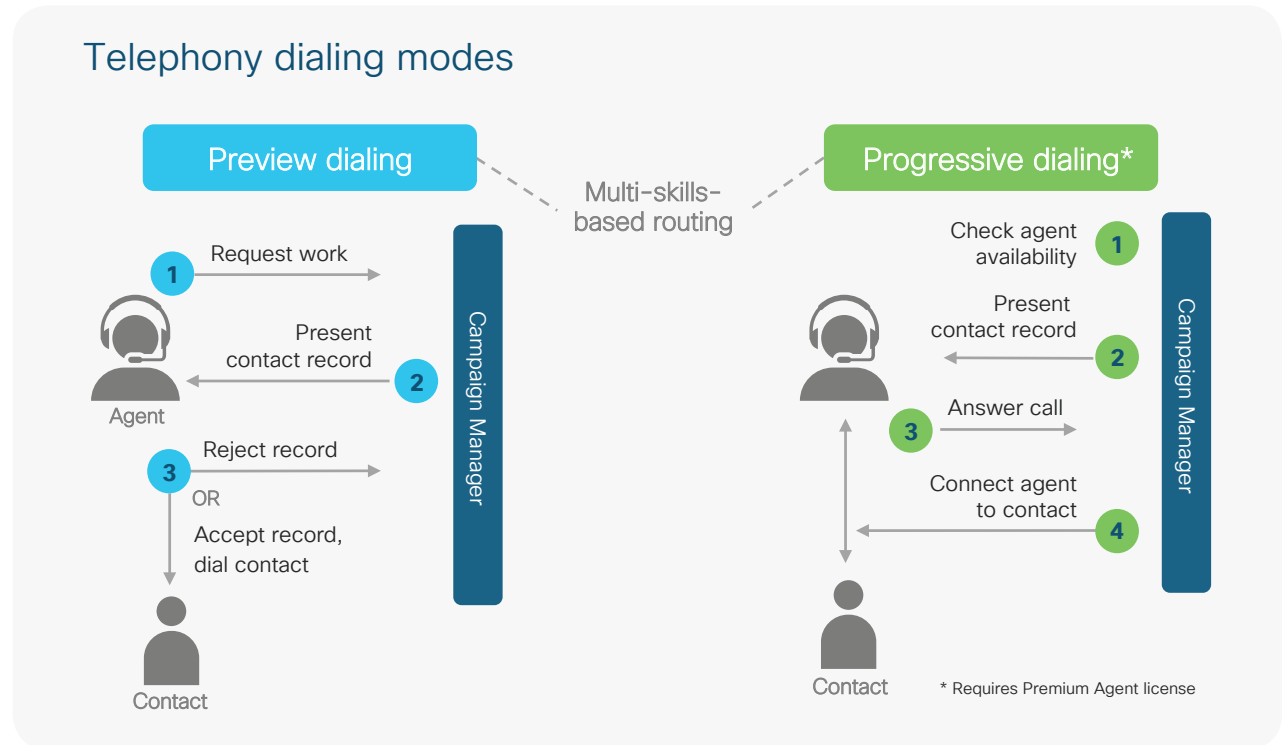


### Telephony dialing modes

Outbound Campaign Management supports preview and progressive dialing.

- **Preview dialer:** At the end of a call, your agents can see the next call in the list, review the contact record, and decide when to make the call, or whether to skip to the next name on the list. This feature is ideal for sales in which the agent needs to do some research between calls to increase the chance of a successful sale.
- **Progressive dialer:** Automatically dials the next number on the list. This removes the wait time between calls, so it can significantly improve agent productivity. This feature works best when sales calls are similar in nature and agents don't need time to research between calls.

Figure 4. Telephony dialing modes



## Contact Lifecycle Management

Webex Contact Center Outbound Campaign Management supports three-tiered contact lifecycle management, which gives you full end-to-end control over your outbound campaign at the list, dialer, and agent level.

Figure 5. Three-tiered contact lifecycle management gives you full end-to-end control over your outbound campaign



### List level

- List segmentation based on business parameters such as customer account status
- Ability to change lists in real time based on outcomes



### Dialer level

- Multiple numbers per contact
- Individualized dialing rules and schedules
- Switching across campaigns based on outcomes



### Agent level

- Ability to define dual plans for individual business outcomes
- Agent call scripting module to optimize interactions

## Compliance

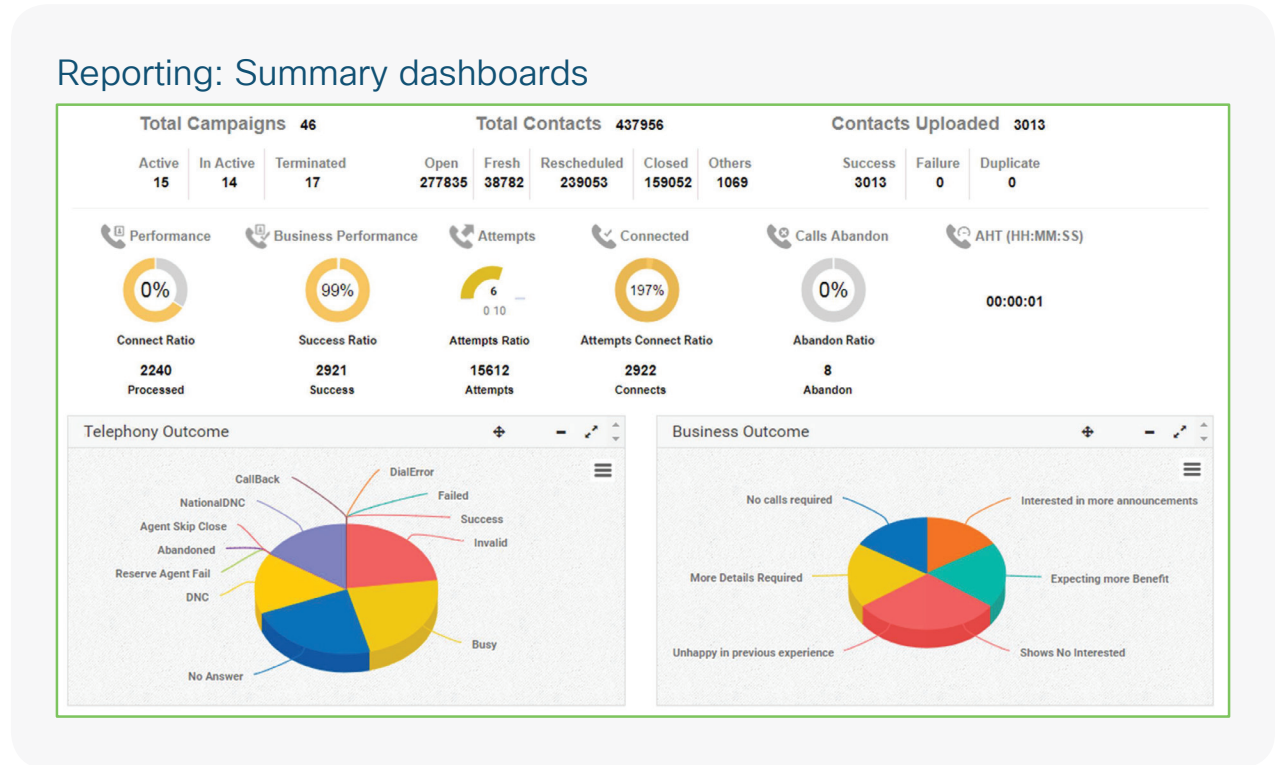
Cisco Webex Contact Center Outbound Campaign Management includes tools that help ensure that your outbound campaign stays compliant with industry regulations. For the US, it has superior Telephone Consumer Protection Act (**TCPA**) compliance tools, which include checking Do-Not-Call (**DNC**) lists at the federal, enterprise, and/or campaign level and manual dial-outs for Non-Prior Express Written Consent (**PEWC**) contacts. It also maintains compliance with state laws regarding calling, such as time-zone-specific calling windows. In the UK, the compliance tool helps ensure that your campaign adheres to **Ofcom** outbound calling rules. You can select communication thresholds and retry strategies for each contact number.

## Outbound reports

Webex Contact Center Outbound Campaign Management includes real-time and historical reports, allowing you to review the status of your campaign as it occurs and look back to see what worked and what didn't across past campaigns.

- **Real-time reports** include contact vs. agent availability, contact status, contact success ratio by campaign, campaign target achieved, and calls dialed for the week by mode.
- **Historical reports** include campaign summary, DNC blocked, contact attempts, abandon percentage, callback, agent attempts, and disposition by campaign all with user-specified filters.

Figure 6. Powerful analytics and reports



## The Cisco advantage

With the Cisco Webex Contact Center, you can run your entire contact center operations from the cloud in a unified solution.

## Take a strategic approach to your outbound campaign management

Turn your contact center into a strategic asset that optimizes agent productivity and delivers the business outcomes you want. [Visit our website](#) for more information. Or start the conversation now about how Cisco Webex Contact Center can benefit your business by contacting your Cisco Services sales representative or Cisco channel partner.