Enghouse Interactive

Outbound Communicator

PROACTIVE CUSTOMER ENGAGEMENT

PRODUCT SHEET

For many businesses, proactive outbound customer communication is a key factor for success. Automated management of outbound calling campaigns provides a powerful tool for streamlining those critical, high volume business processes. With an advanced solution for outbound communications, organisations can grow and strengthen their customer relationships and uncover new sales opportunities - turning every customer conversation into a fruitful one.

Why be reactive when you can be proactive?

Waiting for your customers to contact you and only servicing them when they do is unproductive, unpredictable and creates issues with managing resources through peaks and troughs of traffic.

Typically the relationship with your customers involves a series of events over time. These events can be customer driven, such as new purchases or requests for support. Other events - contract renewals, appointments, and service outages - may be triggered by your organisation. Some of these events are unpredictable in their nature but many are not, and it is these that provide the opportunity for you to be proactive in your customer engagement.

German engineering at its best

Enghouse Interactive's award-winning Outbound Communicator formerly Elsbeth's Communications Manager and Power Contact with predictive dialler technology offers high performance, extraordinary flexibility and user-friendly operation for your dynamic outbound campaigns. The software allows you to quickly set up and implement tailored campaigns without extensive programming skills, and complete them successfully while making the most efficient use of available resources, saving time and costs.

Benefits

- Increase profitability and agent productivity

- Maximise the value of outbound communications

- Fully OFCOM compliant

- Simple and user-friendly interface requires minimal training

- Increased employee motivation

- Detailed statistics and reporting

- Easy integration with third party software

- Fully scalable, multi-tenancy, multi-site solution

- Supports various telephony protocols

- Deployed in the cloud or on-premise

- Guaranteed cost-effectiveness

Predictive dialling doubles agent productivity

Proactive customer engagement is not only about your customers, it affects your customer strategy operationally. Effectively managing the balance between understaffing and overstaffing can dramatically eliminate agent downtime and improve efficiency. Using advanced dialling algorithms could increase agent productivity by as much as 100%. Agents will spend less time dialling, and more time speaking to your customers.

Outbound Communicator's powerful predictive dialling capabilities with market-leading answer machine detection makes sure your agents are provided with a constant supply of live calls, reliably connecting your employees with your customers. Your employees can concentrate fully on the all-important customer conversation.

- Automatic calling/assignment of calls to agents as they become available

- 100% more productivity compared to manual dialling

- 100% Ofcom compliant. Limits can be set per campaign to comply with all national and international regulatory rules

- Call forwarding and conferencing capabilities

- Coaching function allows supervisors to support agents during calls

- Integrated campaign performance management

Increase call centre profitability

Call centres can't afford to spend weeks designing and rolling out new campaigns. Outbound Communicator offers a user-friendly solution for the fast and efficient implementation and management of outbound campaigns, whether in market research, telesales, appointment scheduling or debt collection. Campaigns are quick and easy to set up and don't require any programming knowledge, with a large number of scenarios pre-defined out of the box.

The short set-up time for new campaigns means you benefit from lower costs and greater flexibility. Your agents can focus their time on making valuable customer calls and maximising new revenue opportunities.

Once live, Outbound Communicator lets you monitor and manage your campaigns in real time with a feature-rich toolkit and clear reporting - making sure every campaign delivers.

- Powerful solution for outsourced and in-house contact centres

- Seamless integration with own or clients' existing contact databases and CRM systems

- Extensive real-time and historic reporting options

- Detailed evaluation of individual campaigns

"The solution is helping us to make the most of the working time in the shops. We can provide our customers with additional services, increase the efficiency of our customer communication, and consequently customer satisfaction."

Eckart Diepenhorst, Sales Director of Shops
PHONE HOUSE PART OF CARPHONE WAREHOUSE

Optimise appointment schedules

Geodialling revolutionises the way organisations schedule appointments and sales meetings. Outbound Communicator's geodialling feature allows contacts to be called automatically based on their geographic location. Once an appointment has been confirmed, the predictive dialling software will then contact the next address that is geographically closest. This means that the routes generated for field staff will be as short and compact as possible, saving both time and money.

Outbound Communicator allows call centre agents to set appointments for field staff directly from their user interface, using live availability information from Outlook calendars. The schedule they create takes account of the location of the meeting, working hours and holiday times. Agents cannot plan any appointments outside of times preset by the administrator. A real-time module verifies whether the travel time between two appointments is realistic or not - making sure that all appointments happen on time.

- More efficient appointment schedules
- Save time, fuel, and costs
- Easily manage schedules from the back office
- Comprehensive and reliable data due to standardised addresses

Fully OFCOM compliant

Variable limits provide compliance with all national and international regulatory rules. These can be set per campaign to allow for international campaigns.

Ensure quality

Enghouse Interactive also offers a unique software solution for fully automated quality assurance and call optimisation. Our Speech Analytics solution uses phrases, keywords and dialogue pairs to analyse recorded and live calls, and at the same time assesses speech clarity and intelligibility. The results are displayed during the call itself, helping your agents to provide the best possible service to your customers.

- Encourages first-class conversations to increase customer loyalty
- Legal certainty - ensure script adherence or allow script deviation
- Ensure compliance in all calls
- Minimise errors, complaints and cancellations
- Evaluate the quality of entire campaigns at the touch of a button
- Available for most languages
- Performance improvement guaranteed with immediate results
- Typical ROI of under 6 months

"With the centralisation, Teleperformance is now able to move agents between project locations independently, which leads to better utilisation of the local dialers and reduced telecommunication costs. Additionally, the solution can now be scaled more easily across sites".

TELEPERFORMANCE

Make every call a success

Enghouse Interactive has a full range of solutions to support all your communication requirements - combining market-leading technologies with a thorough understanding of our customers' needs across hundreds and thousands of successful implementations. Contact us to find out how we can help you.

Why choose Enghouse Interactive?

With over 25 years experience developing solutions that consistently exceed the expectations of our customers and partners, Enghouse has an enviable pedigree.

Enghouse Interactive develops and supplies the widest range of customer contact solutions on the market. Through our extensive network of reseller partners, we are helping thousands of organisations of all sizes, industries and complexity across the world to improve their service, productivity and operational efficiency.

Enghouse Interactive's integrated suite of solutions includes multi-channel contact centre, self-service, attendant operator consoles and workforce optimisation. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor.

Our solutions scale from a single site call reception console to multi-tenanted, multi-media contact centres with users in excess of 10,000. We have more than 1 million agent seats handling over 1 billion interactions through our systems daily – making Enghouse Interactive one of the biggest providers of customer contact solutions in the world.

About Enghouse Interactive

Enghouse Interactive develops and supplies the widest range of customer contact solutions on the market through an extensive network of value-added partners. Enghouse Interactive's integrated suite of solutions includes multi-channel contact center, self-service, attendant operator consoles and workforce optimisation. These solutions enable organisations to classify and respond to customers in the way that they want: quickly, efficiently and successfully, with minimal effort.

**Enghouse
Interactive**

Learn more at www.enghouseinteractive.co.uk