





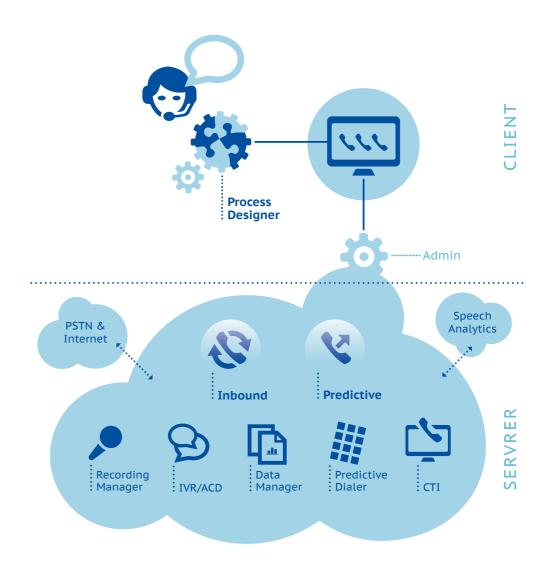
Customers expect optimal service with maximum availability. Enghouse Interactive's Outbound Communicator is the innovative solution for centralised management of communication channels.

Depending on your business strategy, Outbound Communicator can be used with the Predictive Module (for outbound campaigns), the Inbound Module (for inbound and help desk calls) or with both modules.

Enghouse Interactive's award winning Outbound Communicator brings together Communication Manager, with fully compliant OFCOM predictive dialler technology and PowerContact, campaign management software which offers high performance, extraordinary flexibility and user-friendly operation for dynamic outbound campaigns. Businesses can design and configure their outbound communication processes more efficiently from day one with a solution that integrates seamlessly into their existing work environments. Intuitive and clearly structured, the software allows users to quickly set up and implement tailored outbound campaigns without extensive programming skills, and complete them successfully while making the most efficient use of available resources, saving time and costs.

The more powerful architecture with the three core modules – Inbound, Predictive and Process Designer – and the numerous embedded functions are all designed to create new sales potential in customer conversations, to strengthen customer relationships, to increase employee performance and motivation, and to identify and implement potential savings more quickly.

Visual overview



ADVANTAGES OF USING

- > Seamless integration into your existing work environments
- > Scalable: from 5 to any number of agents
- Various telephony protocols for lower costs (ISDN and/or SIP)
- > Multi tenancy
- > Fully OFCOM compliant

- > Virtual integration of multiple sites
- > Extensive reporting templates already integrated at the employee and supervisor level; as a wall board updated in real time or with historic reports
- > Visualization and implementation of complex communication processes and scenarios





Predictive Dialler Module

Enghouse Interactive's Outbound Communicator predictive dialler module continuously provides call centre agents with genuine live calls. An intelligent algorithm starts new calls in the background while agents are still on calls. As soon as an agent becomes available, a new customer is connected to the agent.

Only genuine calls are transferred to allow the agent to focus entirely on the customer contact. From an agent's perspective, outbound calling is being turned into inbound telephony.

The award-winning software employs an intelligent predictive algorithm to calculate the optimal time at which to start a new call, based on a variety of real-time data. This ensures that the next contact is ready just when an agent becomes free, without causing nuisance calls for customers. Market-leading answering machine detection (AMD) ensures that agents spend the most time connected only to real customers.



1 BENEFITS AT A GLANCE

- > Increases agent productivity by up to 200%
- > OFCOM regulatory compliance
- Carrier-grade resilience and scalability via server clustering and redundancy
- > No duplicate data storage, no manual data synchronisation
- > Multi-tenant, distributed architecture
- > Live-coaching: silent monitoring, silent whispering

2 FEATURES AT A GLANCE

- > Predictive Dialling
- Award-winning, intelligent predictive dialling algorithm
- Dynamic adaption of the dial rate in real-time to changing conditions
- Award-winning, market-leading answering machine detection using both D-channel and in-band Call Progress Analysis (CPA)
- > Statistics and Monitoring
- Real-time monitoring for campaigns, agents, conferences, call-transfers, and call result distribution
- Integrated data management for individual reporting

ADD-ON FEATURES

- Available on-demand, available in overflow scenarios
- Call-blending
- Seamless integration into all campaign-based CRM-systems and popular front-ends
- Server clustering
- Regulatory and legal compliance
- Variable limits provide compliance with all international or national regulatory rules (can be set per campaign to allow for international campaigns)
- Limits for critical conditions across all campaigns
- Blacklist feature (DNC/TPS) for telephone numbers, working across all campaigns, updateable with immediate effect
- User-provided Calling Line Identification
 Presentation (CLIP) at campaign-level or even at
 contact-level to ensure the correct phone
 number is presented as the calling party.

Features in detail

3.1 INTEGRATION

Outbound Communicator Predictive Dialler is a dialling system without a proprietary customer or contact database. Instead, it works with the existing CRM database. Outbound Communicator predictive dialler stays in the background and appears to the agents like an inbound system. All call controls (dial, hang up, etc.) are triggered via the user interface of the CRM system that the agent is already used to working with. Not using a proprietary database removes the requirement for data import/export, plus complex data synchronisation. Outbound Communicator is compatible with a number of third-party CRM products.

3.2 BLACKLIST

The blacklist feature keeps legal trouble at bay. Avoiding nuisance calls to customers is becoming more and more important every day and will be an important criterion of quality in the future.

A list of phone numbers is maintained directly within the dialler and prevents calls to contacts that must not be called, even if the data slipped accidentally into the CRM database. Should the CRM system hand a blacklisted number to the dialler, no outbound call will be made and the phone number will be reported as blacklisted back to the CRM system. The blacklist works across all campaigns and is updateable with immediate effect.

3.3 ANSWERING MACHINE DETECTION

The purpose of a predictive dialler is to increase the efficiency in outbound call centres by increasing the net talk time of the agents. However, in outbound campaigns, especially in B2C campaigns, the majority of calls are connected through to voicemail and answering machines. Only a highly effective filter for an answering machine can ensure that the benefits of the predictive technology are not lost to a high number of answering machines.

The Outbound Communicator predictive dialler combines ISDN-D-Channel detection and in-band Call Progress Analysis (CPA) to achieve a high accuracy. All D-channel information is used by the dialler, for example, indicating that a number does not exist, a mobile phone is switched off or a call has been redirected.

If the D-channel information is insufficient, the active CPA will analyze the in-band voice in real-time to perform Live Speaker Detection (LSD). Only if a called voice source appears to be a live speaker will the call be transferred through to an agent. The detection strength of CPA can be individually set for each campaign.

ENGHOUSE INTERACTIVE



Features in detail

3.4 INTELLIGENT PREDICTIVE ALGORITHM

The Outbound Communicator predictive dialler uses an intelligent, award-winning algorithm to determine the best time to start dialling new calls. All campaign-specific settings and the individual behavior of agents are included in the algorithm. Changed conditions are reflected immediately. The algorithm guarantees the optimal use of agents' time with the shortest possible waiting times.

3.5 POWERFUL ONLINE-MONITORING

The powerful online monitor provides a precise presentation of the current situation and allows the live monitoring of each individual agent. A pie chart shows the division of time of each agent.

All important information can be seen at a glance. A particularly useful feature is the ability to see the state of the agent overlaid on a graphical representation of the call centre (or even a photograph) showing their physical location. This ensures the best possible process transparency.

3.6 FLEXIBLE MULTI-CAMPAIGN MANAGEMENT

Outbound Communicator predictive dialler is able to run any number of campaigns at the same time, each of them individually configured to meet the specific requirements of the campaign.

3.7 THREE-WAY-CONFERENCING

Three-way-conferencing enables the agent to not only put calls on hold and transfer calls but also to have call conferences with two different callers at the same time. This could be used to pull in an external expert into a conversation. A conference can be concluded by disconnecting single participants by the agent or the agent leaving the conference.

3.8 PERSISTENT CAMPAIGNS

Persistence campaigns answer incoming calls even at times when no agent is logged into a campaign. Calls are answered by playing campaign-specific voice prompts outside of working times.

3.9 SERVER CLUSTERING

Outbound Communicator predictive dialler is based on modern software technology that allows flexible hardware clustering to provide a high degree of resilience and scalability for the entire system.

Setup options

4.1 PBX

Outbound Communicator can be connected to any PBX that supports ISDN PRI interfaces or SIP trunks. From the point of view of the PBX the dialler acts like a normal network switch. The agents connect to the dialler using the existing PBX extensions.

4.2 SIP

If no PBX is present, the dialler can be used with SIP softphones or hardphone straight from agent deskstops. The Outbound Communicator PowerContact Client includes an embedded SIP client for this scenario at no extra cost. Using this option, investments on PBX hardware, extensions, and licenses are not necessary. If a PBX exists, expensive investments to expand the PBX can be avoided.

4.3 DISTRIBUTED ENVIRONMENTS

Based on the PBX scenario, the dialler can be used in multi-location environments. The voice connection between the locations is provided by the public telephone network. The data connections are routed via virtual private network links. As an additional benefit, the data storage can be centralised in distributed environments to facilitate data management processes.

4.4 ON-DEMAND

To turn CAP-EX into OP-EX, we offer Outbound Communicator on-demand. No investment in hardware, licences or phone lines is necessary. This is a true 'pay per use' model, offering maximum flexibility.

6 ENGHOUSE INTERACTIVE 7

Process Designer

Excellent processes are the heart and soul of good customer service.

Using the ProcessDesigner, you can dynamically design, model and implement all of your business's communication processes and channels in next to no time - without any knowledge of programming. You can use the Outbound Communicator ProcessDesigner to create custom calling scenarios. A "call flow" describes the process of an incoming or outgoing call. The individual stations of the call flow are identified using processing blocks. These processing blocks are the units in a call flow. They contain functions and conditions. The processing blocks are generally standardised for customer conversations. The Outbound Communicator ProcessDesigner offers a large selection of ready-made call flows, as well as over 30 blocks for creating your own individual call flows. If you need functions that aren't covered by the standard blocks, you can simply create custom ones yourself and integrate them into the system.

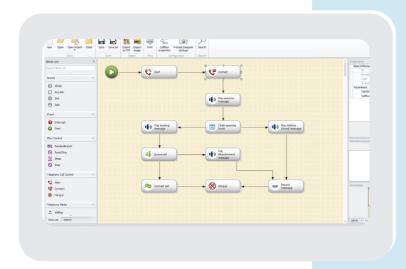


ADVANTAGES AT A GLANCE

- > Central administration: implementation and maintenance using the graphical user interface
- > Intuitive operation without knowledge of scripting or programming
- > Clear, comprehensive visualization, modification and configuration of complex communication knowledge
- Designing and modifying processes using drag-and-drop
- > Integration of telephones, e-mail, fax, letters, text messages and social networks

ADDITIONAL FUNCTIONS

- Combined statistics and reporting for inbound and outbound can be expanded with the entire call detail records
- > Freely configurable, flexible IVR with DTMF and Play Wave
- > Wallboard view (service level, call waiting, etc.)
- Skill-based routing, flexible connection options for forecast/PEP module queue overflows
- > Open interfaces for all current multi-channel solutions

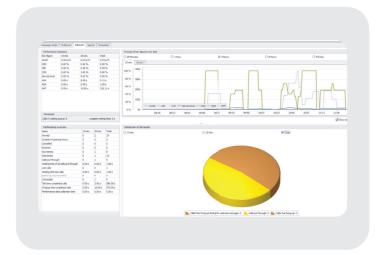


Inbound Module

Flexibility and scalability thanks to state-of-the-art software components.

The Inbound Module of Communication Manager is an open, highly integrated telephony system that covers the entire spectrum of modern telecommunications applications. Because the system consists primarily of software components, it is extraordinarily flexible and allows fast, cost-effective integration for a wide variety of requirements in numerous IT/telecommunications environments.

The system's areas of application range from simple private branch exchanges and call centre solutions that focus on inbound and help desk applications, to highly complex automatic voice dialogue systems.





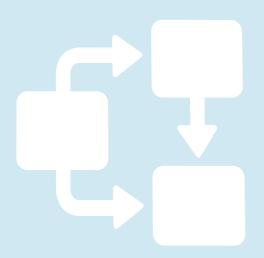
INBOUND FUNCTIONALITY

- > Intelligent Automatic Call Distribution (ACD) including
- Importing individual call waiting announcements and music
- Skill based routing: individual calls are assigned to the employees who have the most experience in the relevant area
- > Full telephone system functionality
- Automatic Number Identification (ANI): enables you to identify customers and their data and handle their call appropriately
- Dialled Number Identification Service (DNIS): informs you of the number the customer dialled.
- > Interactive voice response (IVR): voice dialogue system based on DTMF and ASR

INBOUND MODULE

- > Multi-channel unified communications functionality including interfaces
- > Intelligent ACD with integrated multi-channel queue management
- > IVR with self-service automation
- > Automated follow-up satisfaction surveys
- > Free call holding system
- > Integrated switchboard function
- > Call blending

Outbound Communicator PowerContact

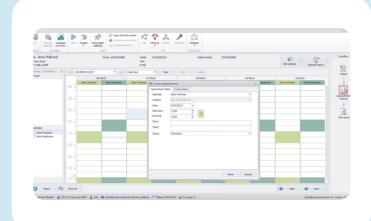


Outbound Communicator PowerContact is a user-friendly, comprehensive solution for the efficient and effective management of call centre campaigns. Agents are able to work in multiple teams from different locations, nationally and internationally via our cloud-based solution. With the powerful SQL reporting tool, it is possible to create bespoke reports tailored to individual business requirements. Extensive real-time and historic reporting functions simplify and speed up the detailed evaluation of each campaign.

PowerContact is compatible with inbound and outbound campaigns and supports the inbound functionalities of the Predictive Dialler using agent blending and call blending. The system architecture and application server contribute to the high reliability and scalability of the system. Typical uses include market research and surveys, telesales, debt management and collections, telemarketing and appointment setting.

The Outbound Communicator campaign management tool consists of two central applications: PowerContact Administrator and Communicator Client. Outbound Communicator Administrator is the control centre. Campaigns are quick and easy to set up and may be monitored and managed with our feature-rich toolkit. This makes the PowerContact Administrator a powerful and easy-to-use management tool.

Outbound Communicator Client is the application used by agents when making calls. Calls are automatically passed to agents. The user interface is simple, user friendly and easy to learn.



Advantages at a glance

INVESTMENT SECURITY

- Open Standard, system-independent 3-tier architecture can be easily integrated into different environments
- Maximum scalability: there is no maximum capacity, PowerContact can be expanded to meet the needs of any contact centre
- > Constant software development with regular updates to the latest version
- > First class support

PROFITABILITY

- Short set-up time for new campaigns without expert IT knowledge giving you lower costs and greater flexibility
- PowerContact Administrator has pre-defined reports that report on all data in the system; automated, quick evaluation of all calls, agents and campaigns
- > Intuitive software and user interface reduces the need for agent training
- > Usually installed within 2 days

USER FRIENDLY

- Simple configuration with the graphic call flow and workflow designer tool
- > Effective appointment management, the system calculates travelling times
- Contact information shows the most important data and the history of the current contact during the call
- > Monitors all customer communication



Outsourced – in-house, Application Scenarios

OUTSOURCED CONTACT CENTRES

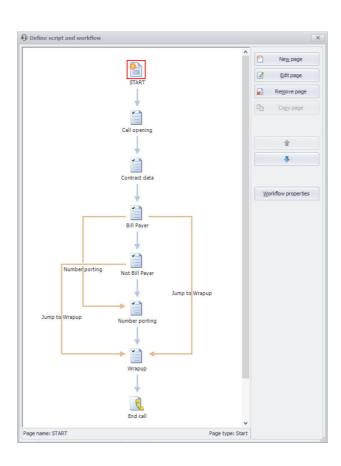
Outsourced contact centres often conduct outbound campaigns for customers from different industries. New customers usually wish to do a test campaign for their first project and get it running as quickly as possible. This requires importing the address data from their existing database. The management of the campaign changes continuously throughout the test depending on the real-time information that the system collects. Closed contacts can be forwarded to the client in an Excel file on a daily basis. Reports are quick and easy to set up and are available on demand. Reports can be sent as a PDF file on a daily, weekly or monthly basis in addition to being produced on the fly. The customer is invoiced according to the net number of contacts.

IN-HOUSE CONTACT CENTRES

With in-house contact centres, PowerContact provides a full view of the customer communication history across all campaigns. There are additional features for passing customers between multiple campaigns, which can be daisy chained from one to another. The software integrates easily with 3rd party software to communicate with your existing systems.

TELESALES

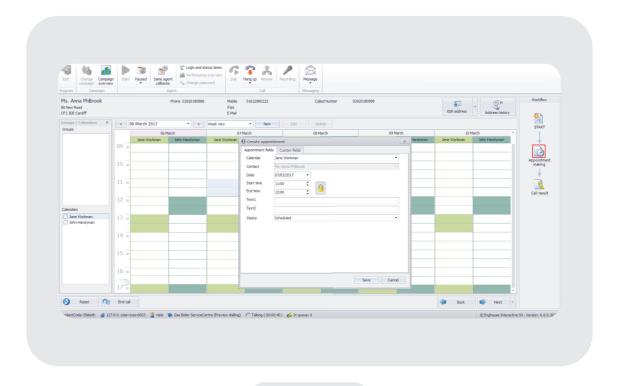
The Outbound Communicator allows clients to expand operations using telemarketing, telesales, market research and appointment-setting tools. Core information from all calls is collected, saved and evaluated for QA and training purposes. If a customer wishes to purchase, the agent can enter the order directly into PowerContact . Orders and customer information are exported to an ERP system on a daily basis.



Appointment Setting

Thanks to the Outbound Communicator, the field staff don't need to arrange their own appointments as these are set automatically by the agents. Throughout the call, agents can access all assigned calendars and enter the appointments directly. The schedule they create takes account of the location of the visit, working hours and holiday times of the field staff. Agents cannot plan any appointments outside of times preset

by the administrators. There is a real-time module which verifies whether the travel time between two appointments is realistic or not. The results of the check are displayed using red for "impossible" and green for "possible". In parallel, sales representatives can always access their calendars via the internet and set appointments or holiday times themselves.



12 ENGHOUSE INTERACTIVE 13

Enghouse Interactive Hosting Platform The Enghouse Interactive Outbound Communicator on Demand, offers market-leading communication solutions on demand via its own onDemand platform. We operate our own servers at several sites. The Outbound Communicator Communications Manager, PowerContact and Voice & Data Recorder can be preconfigured to meet your demands. Setup usually takes place within 72 hours. Usage can be invoiced by the minute or as a flat monthly rate plus call charges which are billed by second.

Enghouse Interactive (UK) Limited

Imperium

Imperial Way

Reading, RG2 0TD

United Kingdom

t: +44 (0)2033 573040

f: +44 (0)2033 573041

e: marketingemea@enghouse.com

www.enghouseinteractive.co.uk