



Communications Portal

OUTBOUND NOTIFICATIONS

Product Sheet

Ensure your customers are kept informed and empowered while reducing demand on your contact center and business resources with Enghouse Interactive's Communications Portal automation/self-service module; *Outbound Notifications*.

Introduction

Communications Portal (CP) - *Outbound Notifications* module will enhance your customer experience via automated and self-service processes while driving down operational costs associated with inefficient use of your contact center and business resources.

Automated *Outbound Notifications* ensure that customers are efficiently informed and up to date on their interactions with your business. Examples include:

- **Retail:** order notifications, delivery reminders and updates.
- **Healthcare:** appointment reminders, prescription refills.
- **Housing associations:** rent reminders, service schedules.
- **Finance and Banking:** balance updates, fraud alerts.
- **Insurance:** renewal notices, claims updates.

Actionable Notifications

One-way reminders are helpful but to really empower your customers and optimize your business, an interaction with two-way communication is far superior. Any notification should be *actionable* allowing your customer to respond or get richer information.

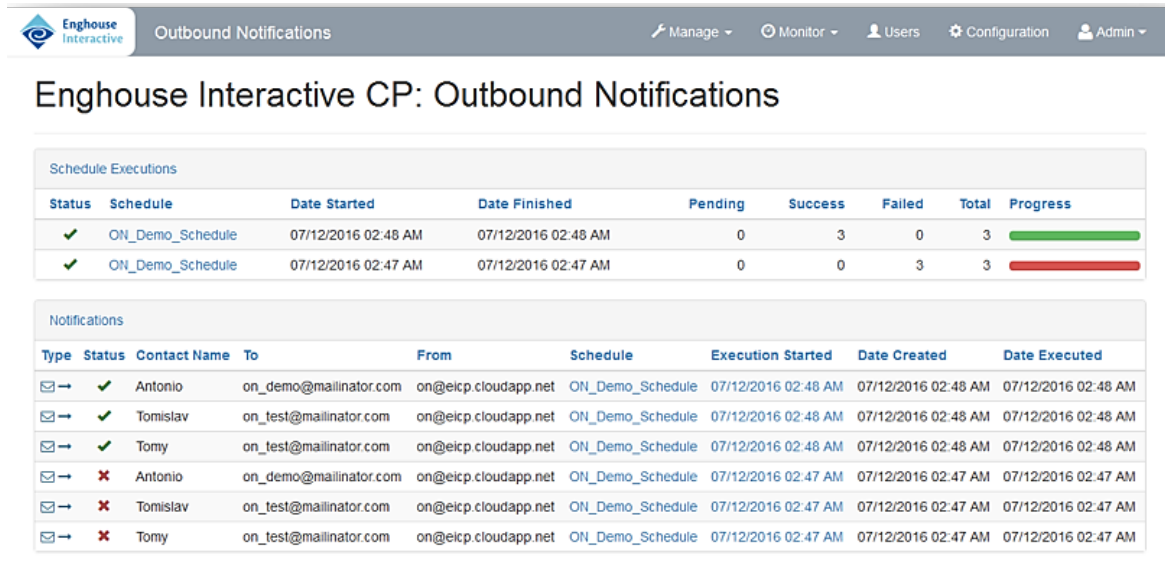
With the prevalence of smartphones and high speed mobile internet access, utilizing dynamic mobile web applications is critical for ensuring the future success of your business.

The Outbound Notifications module will help take you to the next level of customer service satisfaction and business efficiency.

Benefits:

- **Actionable notifications** allowing customers to self-serve 24/7.
- **Improved visibility** of self-service options to streamline the customer experience.
- **Lower TCO** with a single platform delivering *self-service* and notifications.
- **Omni-Channel platform** enabling customers to engage with your business by their preferred channel.
- **Personalize outbound notifications** to enhance the customer experience.
- **Reduce demand** on contact center resources by keeping customers engaged and informed.
- **Reduce number of repetitive tasks** processed by contact centre agents.
- **Web-based management interface** empowers contact centre supervisors.

Outbound Scheduling



Enghouse Interactive CP: Outbound Notifications

Status	Schedule	Date Started	Date Finished	Pending	Success	Failed	Total	Progress
✓	ON_Demo_Schedule	07/12/2016 02:48 AM	07/12/2016 02:48 AM	0	3	0	3	<div style="width: 100%;"></div>
✓	ON_Demo_Schedule	07/12/2016 02:47 AM	07/12/2016 02:47 AM	0	0	3	3	<div style="width: 100%;"></div>

Type	Status	Contact Name	To	From	Schedule	Execution Started	Date Created	Date Executed
✉→	✓	Antonio	on_demo@mailinator.com	on@eicp.cloudapp.net	ON_Demo_Schedule	07/12/2016 02:48 AM	07/12/2016 02:48 AM	07/12/2016 02:48 AM
✉→	✓	Tomislav	on_test@mailinator.com	on@eicp.cloudapp.net	ON_Demo_Schedule	07/12/2016 02:48 AM	07/12/2016 02:48 AM	07/12/2016 02:48 AM
✉→	✓	Tomy	on_test@mailinator.com	on@eicp.cloudapp.net	ON_Demo_Schedule	07/12/2016 02:48 AM	07/12/2016 02:48 AM	07/12/2016 02:48 AM
✉→	✗	Antonio	on_demo@mailinator.com	on@eicp.cloudapp.net	ON_Demo_Schedule	07/12/2016 02:47 AM	07/12/2016 02:47 AM	07/12/2016 02:47 AM
✉→	✗	Tomislav	on_test@mailinator.com	on@eicp.cloudapp.net	ON_Demo_Schedule	07/12/2016 02:47 AM	07/12/2016 02:47 AM	07/12/2016 02:47 AM
✉→	✗	Tomy	on_test@mailinator.com	on@eicp.cloudapp.net	ON_Demo_Schedule	07/12/2016 02:47 AM	07/12/2016 02:47 AM	07/12/2016 02:47 AM

Fig. 1: Outbound Scheduling Management Interface

A common example below depicts an SMS notification about a bank account going overdrawn. It contains a link to a mobile app that shows transaction history and allows the customer to deal with this scenario themselves and transfer funds between accounts or flag a transaction as fraudulent and request to speak with a representative about it.

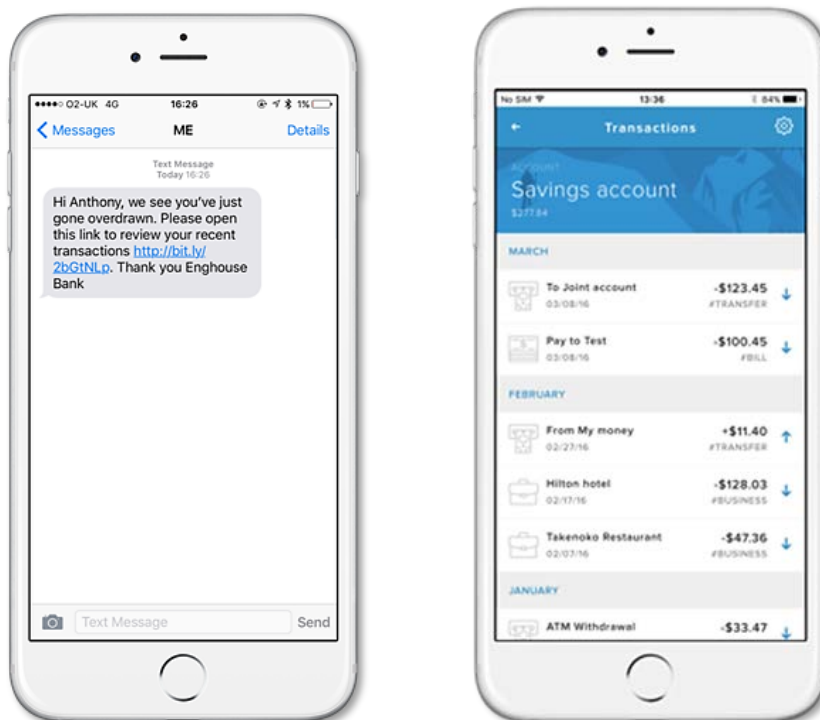


Fig. 2: Interactive Outbound Notification to a customer

Implementation

A capability expansion module for Enghouse Interactive Communications Portal (CP), *Outbound Notifications* setup and implementation process is effortless and comes with a low TCO.

The system is managed via a web-based portal enabling your contact center supervisor to manage message templates, schedules and initiate outbound campaigns. e.g. in cases of unexpected problems such as service outages or office closures.

Enghouse's approach has been to build a single platform that can be used for all your *Omni-Channel* self service requirements, including automated notifications, self-service and auto-attendants.

This allows you and your customers to communicate seamlessly via their preferred channel: voice, SMS, email or mobile web site while managing all within a single and powerful development framework.

To ensure your message gets to your customer while remaining compliant and not harassing them, CP supports features such as *do-not-call* lists, customer *opt-outs*, and *time-of-day* rules.

Open API's allow you or our *Professional Services* teams to integrate the notifications platform with your backend systems such as customer database, CRM or order tracking solution. The use of personalized and detailed notifications are important aspects of keeping customers informed and engaged.

Enriched Portfolio Integration

Communications Portal integrates with your contact center, facilitating the seamless transition of self-service to assisted service. If a customer needs to communicate with a live agent, it is important that this escalation be as effortless as possible and remove the need for customers to repeat information that has already been captured or entered.

Communications Portal integrates with Enghouse Interactive's flagship contact center suites:

- Communications Center (CC)
- Contact Center: Enterprise (CCE)
- Contact Center: Service Provider (CCSP)

Latest Enhancements

Communications Portal (CP) 10.1 release has the following enhancements:

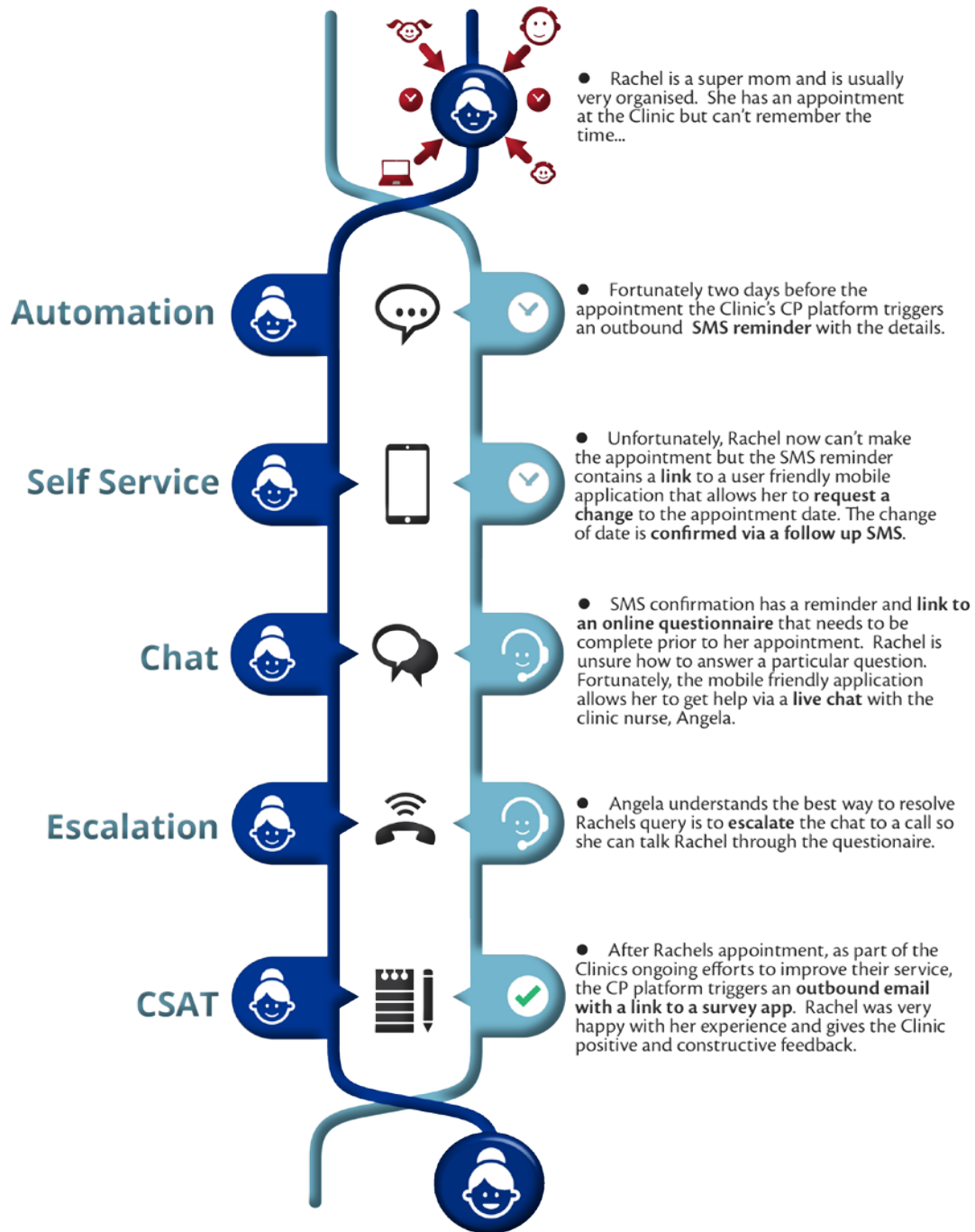
Outbound Notifications

- Voice, Email and SMS message delivery
- Outbound self service

Mobile IVR Navigator

- Mobile User interface improvements

Omni-channel Customer Journey Example



About Enghouse Interactive

Enghouse Interactive's has over 25 years' experience in providing an integrated suite of solutions including omni/multi-channel contact center, self-service, attendant operator consoles and workforce optimization. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor. These solutions support the full range of deployment methods from premise-based to private, public or community cloud and hybrid requirements.

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