

Aspect® Enterprise Campaign Manager™

In recent years, contact centers have deployed a multitude of systems and technologies to manage their sales, collections and proactive customer care operations. As a result, many of today's outbound and blended centers are veritable hodgepodes of technology consisting of multiple dialers, numerous software solutions, disparate data hosts and costly legacy systems. You need a solution that integrates your existing technology, while enabling you to centralize and strategically focus your outbound and blended campaign efforts to allow you to consider everything and act now.

Highlights

- Maximize campaign performance with centralized campaign management.
- Improve decision-making using enterprise wide business intelligence.
- Enhance contact efficiency with increased right party contacts.
- Increase agent productivity by delivering high quality connections.
- Ensure business continuity to minimize risks.
- Increase revenues with powerful call optimization capabilities.
- Reduce operating costs using automated load balancing and workflows.

Aspect® Enterprise Campaign Manager™ is a unique solution that offers superior outbound campaign strategy management and call optimization capabilities for managing enterprise-wide contact strategies. It helps provide organizations with opportunities to increase revenues, reduce operating costs, mitigate business disruption risks and increase information security.

With Aspect Enterprise Campaign Manager, you can achieve high-yield collection, sales and proactive customer care campaign success using centralized administration, lists and campaigns to develop, execute and manage activities across global operations, and make rapid, fully-informed decisions based on dynamic business intelligence and enterprise-wide reporting. The end result is streamlined operations, improved campaign and agent performance, reduced risk of business disruption and increased dialer information security.

Maximize Campaign Performance While Reducing Costs with Centralized Campaign Management

Aspect Enterprise Campaign Manager provides a centralized, fully-integrated data warehouse and records distribution engine that enables you to create and execute sophisticated, high-yield campaign strategies guided by real-time business intelligence and based on disparate sources of host data, customer interaction histories and complex business rules. The solution integrates with multiple technology components – such as predictive dialers and host systems – to provide an enterprise-wide view, real-time monitoring, adaptability and centralized control. From a single, secure environment, you can create, edit and distribute multiple lists and campaigns in real-time across your enterprise – regardless of where your agents, computer, telephony resources, data or campaign strategies are located.

For contact center outsourcers managing outbound campaigns for multiple clients, Aspect Enterprise Campaign Manager offers multi-tenancy. Virtually all resources can be split among tenants so that no elements are shared between any two at a given time.

Improve Decision-Making Ability with Enterprise-Wide Business Intelligence

Integrating Aspect Enterprise Campaign Manager with the systems across your contact center enables you to make critical customer, campaign and contact-level data more readily available to your managers. Housing this information in one central location dramatically simplifies enterprise wide analysis and reporting so that critical information can be more quickly and easily delivered to your decision-makers. And, this type of dynamic intelligence allows you to continuously fine-tune your enterprise-wide campaign strategies and ensure the best possible business results.

Enhance Contact Efficiency and Effectiveness with Increased Right Party Contacts

Aspect® Enterprise Campaign Manager™ can improve your contact efficiency by increasing right party contacts and focusing your calling efforts on the highest value contacts. Adding the optional Aspect® Campaign Optimizer™ Best Time to Call capabilities, the system can initiate phone calls to customers and prospects at the times and places they are most likely to be reached. Aspect Campaign Optimizer tracks call result history over time and factors in this information to determine the best time of day and phone number to contact your customers. It then creates a calling strategy that is optimized according to your campaign objectives and prioritized by your specified criteria.

Aspect Enterprise Campaign Manager feeds optimized accounts to your predictive dialers for execution; adjusting record levels in real-time as agents log in. This entire automated process is dynamic as resources change and there is no sorting required on the dialer during optimization. The end result is fewer call attempts with improved campaign results, which translates into lower telecommunications charges, increased revenue opportunities and higher agent retention.

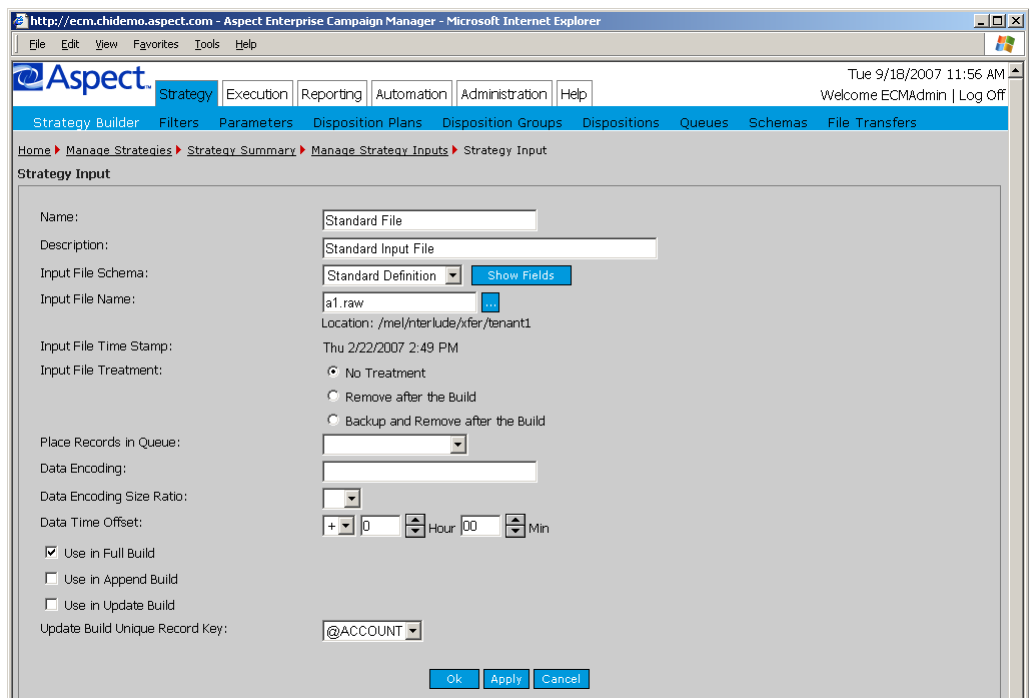
Aspect Enterprise Campaign Manager provides sophisticated enterprise campaign strategy management tools to help optimize your campaign efforts.

Increase Agent Productivity by Delivering High Quality Connections

Using sophisticated filtering and exclusion capabilities, Aspect® Enterprise Campaign Manager™ delivers focused campaigns and ensures that agents are consistently working the highest value records, improving quality of contacts and yielding higher success rates. It minimizes agent idle time by reducing unnecessary dialing with dynamic exclusions, maximizes contact rates with automated and dynamic record feeds and leverages automated workflows that take records to the next step throughout the sales or collections life cycle.

Ensure Business Continuity to Minimize Risks

Aspect Enterprise Campaign Manager helps assure business continuity and protects your highly-sensitive customer data. It provides a centralized secure server, optional redundant systems and the ability to re-route records in real time across geographically dispersed contact centers in order to minimize down time and reduce idle time associated with list changes and predictive dialer outages. Campaigns interrupted by host or dialer outages can be synchronized, reconciled and resumed in a matter of minutes as opposed to hours or days – dramatically reducing the impact of outages that impair contact center performance.



The screenshot shows the 'Strategy Input' configuration page in the Aspect Enterprise Campaign Manager web interface. The page is titled 'Strategy Input' and contains the following fields and options:

- Name:** Standard File
- Description:** Standard Input File
- Input File Schema:** Standard Definition (with a 'Show Fields' button)
- Input File Name:** a1.raw (with a file selection icon)
- Location:** /mel/interlude/xfer/tenant1
- Input File Time Stamp:** Thu 2/22/2007 2:49 PM
- Input File Treatment:**
 - No Treatment
 - Remove after the Build
 - Backup and Remove after the Build
- Place Records in Queue:** (dropdown menu)
- Data Encoding:** (dropdown menu)
- Data Encoding Size Ratio:** (dropdown menu)
- Data Time Offset:** + 0 Hour 00 Min
- Use in Full Build
- Use in Append Build
- Use in Update Build
- Update Build Unique Record Key:** @ACCOUNT

At the bottom of the form are 'Ok', 'Apply', and 'Cancel' buttons.

About PerformanceEdge

PerformanceEdge combines workforce management, recording and quality management, performance management, campaign management, and coaching and eLearning to enable organizations to holistically respond to changing business conditions. The PerformanceEdge applications dynamically interoperate to help contact center managers consider everything and act immediately, ultimately making it easier for inbound, outbound and blended contact centers to control costs, enhance service levels and align performance with strategic goals. For more information, visit www.performanceedgesuite.com.

Aspect Software
300 Apollo Drive
Chelmsford, MA 01824



888 433 0044 toll free
(US and Canada only)

719 533 7811 phone
978 244 7410 fax

www.PerformanceEdgeSuite.com