

# Campaign Management

Whether you're collecting debt, telemarketing products and services or providing proactive service to your customers, your success depends on people, processes, and applications working together to get the best results. Yet, managing your Contact Center for optimal business results can be difficult. Campaign Management from PerformanceEdge™ can help. It provides the tools you need to be able to consider everything and act now in order to improve campaign performance across your single or multisite outbound and blended operations.

## Highlights

- Superior outbound and blended campaign strategy management.
- Best Time to call and contact list optimization for improved right party contacts.
- Flexible single- or multi-host and dialer support to meet your infrastructure needs.
- Common platform for real-time, historical and centralized enterprise-wide reporting.
- Outbound and blended Workforce Management integration to optimize calling plans.
- High availability and disaster recovery options for business continuity.
- Dynamic records distribution and business-rules driven work-flows.

Campaign Management from PerformanceEdge™ increases productive contacts in outbound and blended centers by helping establish best-time-to-call and outbound campaign strategy management. The application's unique set of call optimization and campaign strategy management capabilities provides your organization with opportunities to reduce costs, increase revenues, and optimize best practices and resource utilization.

Using best-time-to-call and list optimization capabilities, Campaign Management from PerformanceEdge helps you achieve the levels of successful, quality contacts you need in order to develop, execute and manage high-yield collections, sales and proactive customer care campaigns. It allows you to centralize administration and development of lists and campaigns so you can execute and manage high-yield activities across global operations, and make rapid, fully-informed decisions based on dynamic business intelligence and enterprise-wide reporting.

Campaign Management from PerformanceEdge is comprised of two products, Aspect® Campaign Optimizer™ and Aspect® Enterprise Campaign Manager™.



**Key Benefits**

- Increase revenue and agent productivity.
- Optimize best practices and utilization of workforce and system resources.
- Maximize campaign performance while reducing costs.
- Improve decision making across the enterprise.
- Ensure business continuity.
- Increase dialer information security.
- Ensure regulatory compliance.

**Increase Revenue and Agent Productivity by Delivering High Quality Connections**

Aspect® Enterprise Campaign Manager™ and Aspect® Campaign Optimizer™ help you increase revenue opportunities by focusing your calling efforts on the highest value contacts. Using sophisticated filtering and exclusion capabilities, they deliver focused campaigns and ensure agents are consistently working the highest value records, improving quality of contacts and yielding higher success rates. This 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 flow records to the next contact step throughout the sales or collections life cycle.

In addition, best-time-to-call capabilities enable you to initiate phone calls to customers and prospects at the times and places they are most likely to be reached. Patented probability algorithms within Aspect Campaign Optimizer track call result history over time and this information is used to predict the best phone number and hour of day to place calls. It then creates an optimized calling strategy based on campaign objectives and prioritizes by user-defined criteria. The optimized accounts are fed to the predictive dialer for execution, dynamically adjusting record levels as agents log in.

there is no sorting required on the predictive dialer during optimization. The end result is fewer call attempts and improved campaign results, which translates into lower telecommunications charges, increased revenue opportunities and higher agent retention.

**Optimize Best Practices and Utilization of Workforce and System Resources**

Intra-day change is a constant in contact centers. To ensure you'll have the right number of agents, with the right skills available at all times to handle the optimized outbound campaigns that are generated, PerformanceEdge enables Aspect® eWorkforce Management™ to seamlessly communicate intraday staff management information with Aspect Enterprise Campaign Manager and Aspect Campaign Optimizer. This capability allows you to plan interaction strategies hour by hour for the day, or make changes dynamically. For blended operations, Aspect eWorkforce Management provides agent schedules that assure there is enough staff assigned in each hour to handle both the most productive outbound calls and answer the inbound call workload that blending delivers. The end result is improved contact center efficiency and performance through optimized best practices, agent resources and system resources.

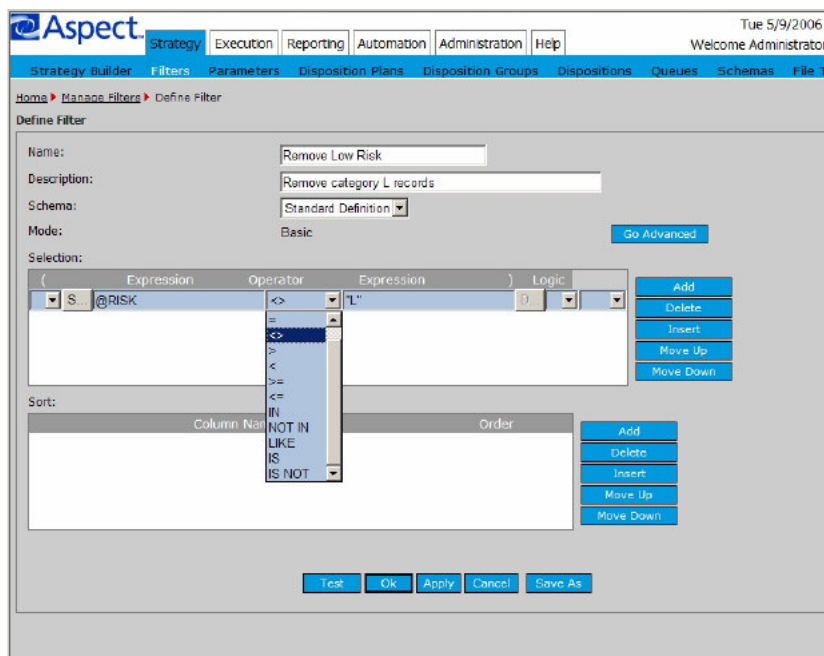
**Maximize Campaign Performance while Reducing Costs with Centralized Campaign Management**

Aspect Enterprise Campaign Manager provides a centralized, fully-integrated data warehouse and contact record 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 business rules. It 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.

*With its sophisticated filtering and exclusion capabilities, Campaign Management helps improve the quality of your contacts to deliver higher campaign success rates.*

Aspect Enterprise Campaign Manager manages this entire process across your global sites to dynamically trickle feed optimized accounts to your predictive dialers for execution. This process is automated and dynamic as resources change and



### Improve Decision-Making with Real-Time, Historical and Enterprise-Wide Business Intelligence

With Campaign Management from PerformanceEdge™ you get sophisticated tools that continually analyze your calling and staffing patterns, make rapid adjustments based on gathered contact intelligence, and simplify analysis and reporting of campaign data across your enterprise.

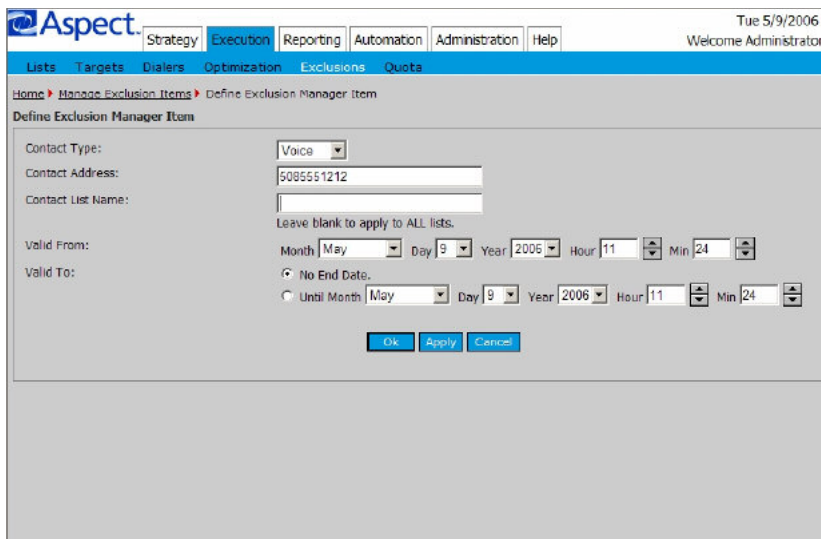
By integrating Campaign Management from PerformanceEdge with the systems across your contact center you can enable critical customer, campaign and contact-level data to be more readily available to your managers. Housing this information in one central location dramatically simplifies enterprise wide staff, list and call strategy management as well as analysis and reporting so that critical information can be more quickly and easily delivered to decision-makers. This type of dynamic intelligence allows you to continuously fine-tune your enterprise-wide campaign strategies and ensure the best possible business results.

### Ensure Business Continuity with a Disaster Recovery Infrastructure

Aspect® Enterprise Campaign Manager™ 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. Because the system tracks the status of each individual record, 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. And with the solution’s disaster recovery capabilities, a host outage does not halt outbound campaigns and a dialer outage may not terminate your contact center activities.

### Increase Information Security by Minimizing Data Exposure

Aspect Enterprise Campaign Manager and Aspect® Campaign Optimizer™ enjoy the productivity benefits of predictive dialing technology while minimizing the security risks to your highly-sensitive customer data. To safeguard the privacy of your information, these products may be configured to store your data behind a security firewall and distribute only the minimum amount of non-sensitive information to your predictive dialer and



other customer interaction solutions that might reside outside your security perimeter. Limiting the amount of data exposed during your customer interaction management activities aids in protecting your information from external and internal theft risks.

*Example of Exclusion Management screen.*

### Ensure Regulatory Compliance through Enhanced List Management

Compliance is a moving, changing target. With its sophisticated campaign management and list-checking capabilities, Campaign Management from PerformanceEdge lets you easily abide by regulatory compliance laws, such as Do Not Call requests to ensure your campaigns are targeted to receptive clients. Template-based campaign and strategy development with unlimited filtering and exclusion rules standardize and automate this process.

You can automatically exclude specific phone numbers and time zones from your lists, and as regulations change you have a single point to adjust the rules. Best Practices are standardized by having these rules automatically manage the system. Manual intervention, except to test new strategies can be eliminated, which increases the efficiency of your campaigns, reduces errors and helps ensure both regulatory and operational compliance while improving bottom line results.

“Putting Aspect Enterprise Campaign Manager in place was a great move for our business. We have reduced campaign administration time, standardized campaign execution across our multiple dialers, improved our analytical capabilities and increased our call volume capacity using the resources we have in place today.”

**Nikos Tshouridis**  
 Director of Methods,  
 Teleperformance Hellas

**System Components**

**Aspect® Enterprise Campaign Manager™**

- Aspect Campaign Management Server.
- Aspect Campaign Management Administrator.
- Campaign Strategy Management.
- Aspect® Campaign Optimizer™ (optional).
- Report Viewer (optional).
- Report Designer (optional).
- Data Management per Host.
- Dialer Integration.
- Site Replication (optional).
- Single Site High Availability (optional).

**Aspect® Campaign Optimizer™**

- Interaction Server.
- Administrator/Supervisor License.
- Campaign Strategy Management and Campaign Optimization Agent License.
- Report Viewer (optional).
- Report Designer (optional).
- Site Replication (optional).
- Single Site High Availability (optional).

PerformanceEdge™ makes it easier for contact centers to be more effective by synchronizing workforce management, recording & quality management, performance management, campaign management and coaching and e-learning—giving you the power to take immediate, effective and measurable action to change your reality. PerformanceEdge’s synchronized applications include the following products:

**Workforce Management**

Aspect® eWorkforce Management™ is the leader in assuring you have the right agents with the right skills at the right time by providing in-depth strategic planning and workforce management tools to improve the performance of inbound, blended and outbound staffing resources.

**Recording & Quality Management**

Aspect® Quality Management™ records and evaluates agent performance and captures real-time customer feedback, giving you insight to both business issues and agent performance.

**Performance Management**

Aspect® Performance Management™ measures and communicates results to continuously improve business processes and ensure performance is aligned with overall goals by providing scorecards and analysis that can automatically initiate alerts and actions on the fly.

**Campaign Management**

Aspect® Enterprise Campaign Manager™ and Aspect® Campaign Optimizer™ offer campaign management that increases productive contacts in outbound and blended centers by helping establish best-time-to-call and outbound campaign strategy management.

**Coaching & eLearning**

Aspect® Performance Management™ and Aspect® Quality Management™ provide capabilities that enable needs based coaching and tracking of results while eLearning is supported with a sophisticated offering including learning management and content authoring tools.

**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](http://www.performanceedgesuite.com).

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