



# PROACTIVE OUTREACH MANAGER

## CUSTOMERS ARE CALLING THE SHOTS

**These days the customer decides how they want to shop or get help from you - whether it's via mobile device, online, in-store, or over the phone. To maximise sales and customer satisfaction, it has become critical to engage customers with the right information, at the right time, through the channel they choose... sometimes even before they know they need it.**

Meeting growing expectations throughout the customer journey, from acquisition, support and collections, to retention, to advocacy, has become increasingly challenging.

Whether it's agent-based predictive dialing campaigns, interactive services, or phone, email, or SMS text alerts and notifications, Proactive Outreach Manager is your one simple-to-use solution to help you achieve your business goals.

- 92% of consumers expect companies to notify them in advance of problems
- 69% of consumers expect unique treatment
- 26% of consumers claim they are using a wider variety of ways to engage with companies in the last 12 months
- But 83% of organisations cannot deliver a completely blended customer experience automatically and in real-time



## BENEFITS:

Proactive Outreach Manager can:

- Differentiate your brand experience with innovative SMS, email and phone-based marketing and communications strategies that truly engage your customers with the right information at the right time
- Improve customer satisfaction and the effectiveness of your customer facing operations with automated agent-less and agent-based proactive customer care strategies
- Reduce ongoing service and support costs leveraging automated SMS text, email, and phone notifications enabled by powerful contact strategies
- Collect revenue faster with automated multichannel notifications and shrink recovery costs by engaging collections staff only when truly necessary
- Improve agent productivity with our industry-leading progressive, predictive dialing modes. Set achievement of your target service levels on "autopilot" with cruise control dialing.

## DYNAMIC REAL-TIME CONTACT AND CONTACT LIST MANAGEMENT

Manage contacts and contact lists using virtually any data source. Filter, sort, and add new or remove contacts to or from existing campaigns, or modify contact lists without interrupting campaign execution.

## MONITORING AND REPORTING

Keep track of your campaign effectiveness with web accessible real-time and historical reports that provide a unified view of campaign success, agent performance, and customer status.

## CAMPAIGN PACING AND THROTTLING

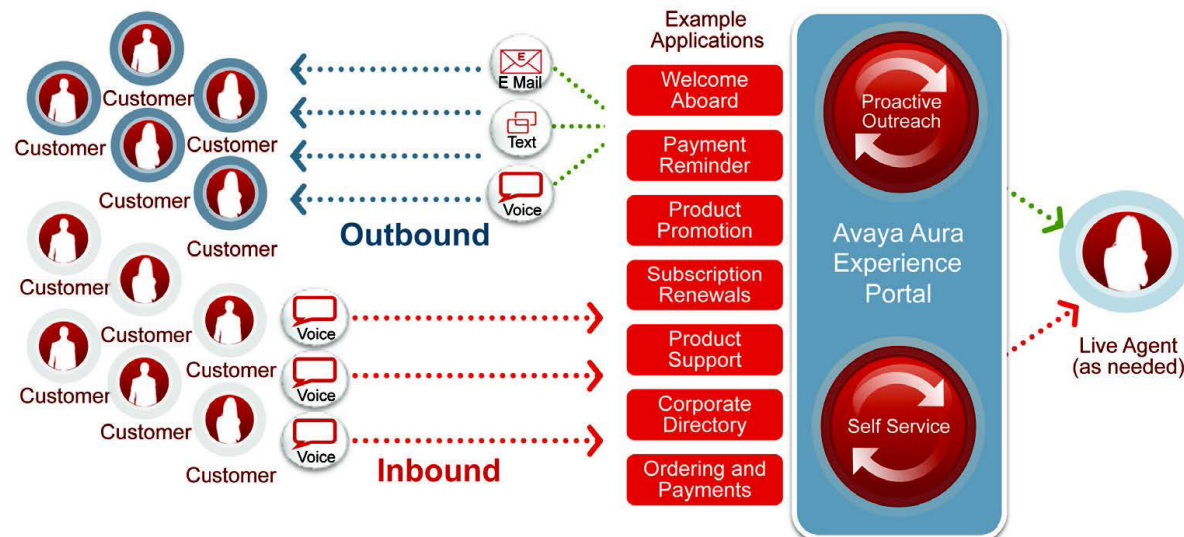
Effectively use automated pace-phone, SMS text messaging, and email notifications that are based on target inbound service levels. Leverage key data like agent “Expected Wait Time” to manage service levels by automatically throttling campaign contact attempts.

## AGENT DESKTOP

Comprehensive agent desktop APIs and agent scripting support help ensure your outbound agents have the right customer and business information at their fingertips to successfully achieve your business results.

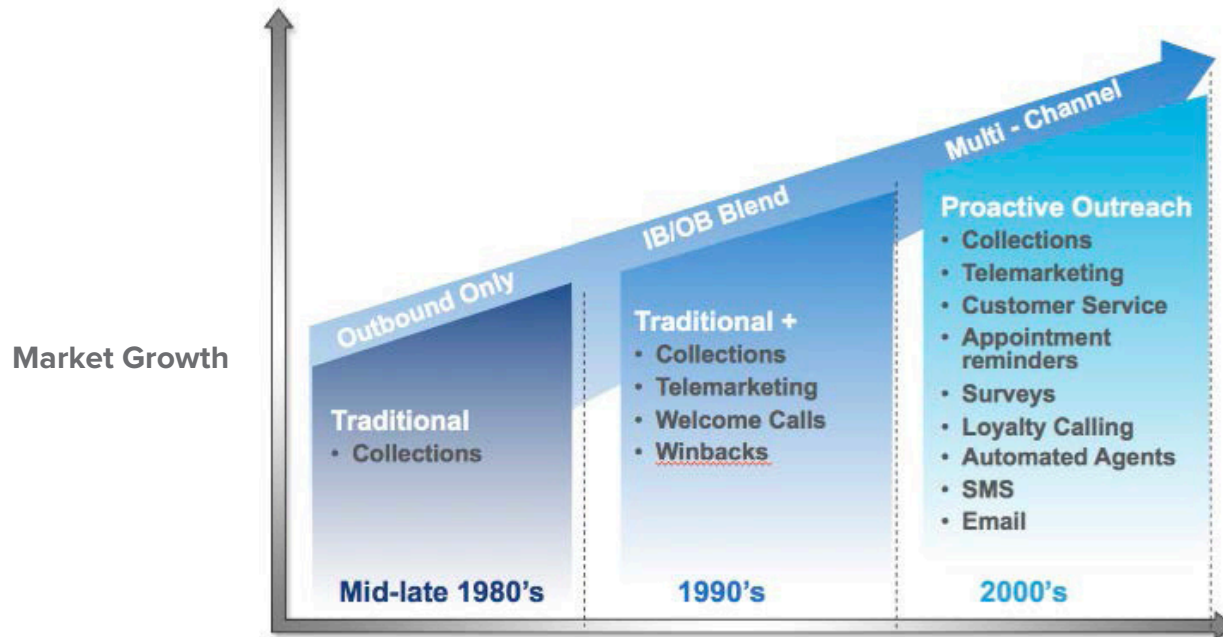
## QUICKLY CREATE SOPHISTICATED SERVICE APPLICATIONS

Extensive web services help you better repurpose and reuse your existing web applications and services. Use Avaya Aura® Orchestration Designer to design sophisticated, highly interactive applications that dynamically adjust their behavior based on customer status, business rules, contact lists, call schedules, or agent availability.



## EVOLUTION OF OUTBOUND

From Dialing to Proactive Customer Care across Multi-Channels.



### Proactive Outreach Manager enables customer acquisition, retention and renewal

- Let customers choose when, where, and how they want to connect - whether it's via mobile, online, in-store, or over the phone.
- Create highly engaging, interactive campaigns with Proactive Outreach Manager. Your inbound and outbound campaigns can be via SMS text, email, phone alerts and notifications, agent-based predictive dialing, interactive services - or a combination.
- Use proactive customer service to start connecting with your customers in every stage of the customer engagement lifecycle. Give customers the right information, at the right time, the way they choose.

## KEY FEATURES

Proactive Outreach Manager unifies agent-based predictive, progressive, and preview dialing with automated multichannel notifications and alerts into one simple software-only solution.

### Industry-leading human voice and tone detection

Maximise the time your agents spend talking with customers with Proactive Outreach Manager Enhance Call Progress Analysis, one of the fastest, most accurate call detection technology available in the industry. It detects the difference between live voices, voicemail, answering machine, fax, and busy signals with up to 97.9% accuracy and delivers the maximum number of live customers and prospects to your agents. Enhanced Cell Phone Detection capabilities further fine tune accuracy, helping to improve dialing effectiveness when campaigns are targeting mobile customers.

### Sophisticated outbound dialing modes

Preview, progressive, predictive, and cruise control dialing modes let you choose the way you want to work while optimising agent productivity and live party connections.

### Agent blending

A skills-based blender helps you achieve optimum service levels on the inbound contact center, consistent with outbound campaign objectives. Skillsbased inbound and outbound agent blending also helps maximise use of your existing agents during times of low inbound call volume.

### Stay in compliance

Help ensure your campaigns and contact strategies comply with the most stringent government and industry regulations from OFCOM to the FCC/ FTC. The solution supports Do Not Call lists, Opt-out, and Opt-In.

### Powerful campaign strategies

Execute time sensitive goal-based campaigns that help you achieve your business objectives quickly and effectively. Offer opt-in notification services that leverage lower cost, customer preferred mobile, SMS text, and email. Build escalating strategies into your campaigns such as attempting alternative channels, such as email or SMS text, based on prior interaction outcomes, customer preferences, or other conditions like shifting from email to agent-based calls based on urgency.

This helps ensure the highest possible Right Party Connect rate at the lowest possible cost.

### Real-time customer status sharing

Avoid duplicate notifications or asking your customer for information more than once. Share customer data such as preferences (e.g., opt-in/opt-out) or status changes (e.g., delinquent bill is paid) in real-time across all concurrent campaigns to achieve optimal customer engagement.

### Campaign management for everyone

Centralised web-based management and dashboards simplify execution and monitoring of all your campaigns, contact lists, and resources. Empower your managers to design and manage their own outbound marketing, sales, and service campaigns with flexible multi-tenancy and roles based access controls.

## TOTAL PROACTIVE SOLUTION

Proactive Outreach Manager delivers proactive outreach and outbound applications for every stage of the customer engagement journey, including:

- Welcome and Customer Onboarding Messages
- Telemarketing/Fundraising
- Enrollments and Renewals
- Confirmations/Reminders
- Proactive Notifications/Announcements
- Order/Shipment Status
- Account Alerts
- Fraud Management
- Product Recalls/Service Outage Alerts and Restoration
- SMS, Email, or Phone-based Surveys
- Billing and Collections
- Opt-in Promotions and Upgrades
- Automated Renewals

## IMAGINE THE POSSIBILITIES

- A large home improvement retailer proactively reaches out to new job applicants using automated phone screening
- A well-known, national retailer uses proactive SMS messaging daily to reach out and inform layaway customers of product order and pick-up status
- A large telecommunications services provider and retailer reaches out to new and existing customers using automated SMS and email follow-up surveys to monitor customer satisfaction
- A hospital chain proactively contacts patients via SMS text, email messages, and phone calls with appointment reminders, billing and collections, and remote patient monitoring
- A local government agency leverages SMS messages and email with escalation to outbound agents to help reduce the service cost of billing reminders and payment collection

## SOLUTION HIGHLIGHTS

- Prioritise multiple, simultaneous billing, collections, and proactive customer care campaigns with minimal staffing and resources
- Leverage two-way SMS messaging and email with cross-channel escalation: start an engagement with a SMS message, follow-up with a call, send an email confirmation all in one campaign
- Industry-leading dialing effectiveness – 98% live person detection accuracy at less than a second
- Software-based dialing for ease of operations, administration and maintenance
- Skills-based outbound and inbound agent blending
- Contact center integration – single agent administration, blending with inbound agents
- Desktop APIs for creation of productive agent experiences specific to your business needs
- Leverage SIP, Web services, virtualisation, and high availability to lower the cost of mission critical services

## Interactive phone, email, and SMS text engagement

Engaging your customers with the right resource at the right time via their most preferred mode of communication helps promote customer satisfaction and loyalty. Support for two-way, interactive phone, email, and SMS text messaging allows you to create highly effective and engaging experiences on customer preferred devices and channels.

## Contact centre integration

Proactive Outreach Manager runs on Avaya Aura® Experience Portal and supports integration with all of your self-service applications and call routing workflows, as well as Avaya Aura® Call Center Elite and Avaya Aura® Contact Center for agent-based customer outreach with predictive, progressive and preview dialing campaigns.

## Outbound call recording

Integration with Avaya Aura® Workforce Optimisation contact recording can help you meet business critical compliance requirements or bulk recording tasks. Avaya Aura Workforce Optimization provides a software-

based solution to capture customer interactions, including voice and data interactions in SIP, IP, TDM, and mixed telephony environments. An API is available to integrate third-party call recording solutions with Proactive Outreach Manager.

## POM USE CASE SOLUTIONS

- 70% of calls are no answer, busy, or answer machine.
- Predictive dialing passes only “live” contacts to agents.
- Manual dialing generates 5 live contacts and 1 appointment per hour. Compare with Predictive dialing which generates 3X this.
- Outbound communications via Email or SMS enable customers to respond back and generates hot lead.
- Sales closes 33% of appointments and each deal is worth \$2700, so each appointment worth \$900.
- Revenues increased 200% with same number of agents.

## POM USE CASE

### Challenge

Schedule more security system sales appointments

### Current Solution

Manual dialling sales calls.

### New Solution

Predictive dialling with Proactive Contact Schedule appointments via 2-way SMS with Proactive Outreach Manager (POM).

### Results Expected

Increase revenues 200%.



# DELIVERING THE RIGHT SOLUTION FOR YOUR BUSINESS NEEDS

## INCREASE REVENUE

- Gather campaign insights to acquire/keep customers
- Execute cross-sell/up-sell campaigns
- Improve collections management with early stage collections, payment reminders and fraud alerts

## IMPROVE CUSTOMER SATISFACTION

- Provide timely communication of information and updates
- Maximise customer interactions across their preferred channels
- Gather feedback to understand your customer

## GAIN HIGHER AGENT PRODUCTIVITY AND LOWER COSTS

- Drive higher agent effectiveness with industry leading algorithm
- Combine agentless campaigns with agent based capacity for overall outbound strategy
- Reduce inbound traffic by anticipating caller inquiries and automating simple interactions
- Leverage the same platform across your organisation with multi-tenancy

## REDUCE RISK

- Stay compliant with the latest government regulations (e.g., Do Not Call lists, Opt-out and Opt-in)
- Simplify integration with open standards and protocols
- Deploy an integrated solution for all-size contact centers
- Get support from the full suite of Avaya professional, maintenance and managed services



# AVAYA OUTBOUND SOLUTIONS PORTFOLIO

## PROACTIVE CONTACT

- Avaya's market leading dedicated outbound dialer
- A leader in global markets
- 5th generation platform
- Industry leading voice detection, predictive dialing, system uptime
- Deploy standalone or integrated with call center
- Multiple agent blending options

## PROACTIVE OUTREACH MANAGER

- Market-leading application for multichannel automated notifications and agent-based dialing
- Runs on Avaya Aura® Experience Portal
- Integrates w/ Call Center Elite & Avaya Aura Contact Center
- Powerful strategy builderto escalate between automated voice, email, SMS text, and agents
- Create custom services with Orchestration Designer

## OUTBOUND CONTACT EXPRESS

- Turnkey outbound solutionfor small to medium sized contact centers
- Lowers complexity and cost of implementation
- Outbound agent-based campaigns with web-based agent frontends and integrated scripting
- Call recording, speech analytics and PBX functionality

# AVAYA PROACTIVE OUTREACH MANAGER

## ONE UNIFIED SOLUTION FOR OUTBOUND

A complete solution to create and manage all outbound communications and campaigns, including agent-less multichannel notifications and agentbased dialing campaigns.

## PREDICTIVE DIALLING

Multiple Expert Calling Algorithms - minimises the time agents spend between each productive contact thereby maximising their overall productivity.

## BLENDING

Outbound and Inbound Blending – three unique options allow customers to match their business objectives with a blending option. Captures nonproductive Agent Ready Time and uses it for productive outbound campaigns.

## TIGHT INTEGRATION WITH CONTACT CENTRE

Runs on Avaya Aura Experience Portal for unified management of inbound and outbound self-service. Integrates tightly with Avaya Call Center Elite and Avaya Aura Contact Center for simplified administration of inbound and outbound.



## POM USE CASE SOLUTIONS

- 50% of calls result in non-live contact.
- Predictive dialing passes only “live” contacts to agents.
- Late payment notifications via email/SMS enables customers option to respond via same channel or escalate to call.
- Manual dialing generated 8 live contacts and 4 promise to pays per hour.
- Predictive dialing generated 16 live contacts, increasing collections rate 100% to 8 promise-to-pays per hour.
- Uncollectable debt decreased 35%. Agents were able to contact more past due customers earlier before progressing to unsuccessful late stage processes.

## POM USE CASE

### Challenge

Increase “live contact” rate without adding agents

### Current Solution

Manual dialing collections calls

### New Solution

- Predictive dialing with Proactive Contact
- Unify agent-based dialing with multi-channel notifications via POM

### Results Expected

Decrease uncollectable debt by 35%

# ANTICIPATE YOUR CUSTOMERS NEEDS

## CONTACT OUR APPLICATIONS TEAM

Every one of our applications is designed around your needs. Be it a notification system for when a call is close to collapse, a self-service function that increases security and reduces hassle or innovative analytics for informed change.

We create packaged applications that are quick and easy to deploy, delivering immediate benefits to your business.



### Manage

Contact and list management



### Comprehensive

Agent desktop APIs



### Compliant

Industry-standard regulations



### Improve

Customer satisfaction with automation

## GET IN TOUCH



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