

OUTBOUND MANAGER

Campaign management & predictive dialing via the cloud

Test it now without obligation – for
four weeks!

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4Com
Service. Productivity. Provider.



OUTBOUND MANAGER

BENEFITS OF THE 4Com OUTBOUND MANAGER

- **Campaign management & Dialer all-in-one**
Whether for telesales, market research or sales force management: Your outbound campaigns are effectively managed and carried out and the net talking time is optimized. Together with the 4Com Multichannel ACD the Outbound Manager can also operate in the blending mode.
- **Multi-site and very reasonable**
The Outbound Manager is used multi-site and web-based via the cloud or on-premise. That way, distributed teams can work together without any problems. The accounting is based on the pay-per-use principle. This means that you only pay for what you use. Without any investment risk.
- **Quality management**
The 4Com Outbound Manager provides different possibilities of quality management, like monitoring for training purposes, screen and call recording, and a tool to evaluate the recordings.
- **Individually tailored**
You use the Outbound Manager according to your needs. Individual adjustments and configurations can be performed by you. In this way, the Outbound Manager is 100 percent flexible. Regular updates ensure that the solution is always up-to-date. Service and support are included.
- **Simple integration**
The technical requirements are low: An analog phone, an Internet access, and a Windows PC will do. The contract period can be selected individually between one and 36 months - There is no long-term contract.

SOLUTION

Campaign management for experts

One requirement for the success of a business, that is willing to stay in contact with their customers, is a professional customer approach by telephone. Ideally, the campaign management and the function of the dialer interact smoothly. A good example for this is the 4Com Outbound Manager, which can also do Power- and Preview-Dialing in addition to Predictive-Dialing. For this reason outbound campaigns can effectively and economically be carried out and managed. Productivity gains of up to 100 percent are possible compared with manual selection. The net talking time increases, telesales and market research activities, surveys of all kinds as well as the scheduling and management become a success.

Individual customer approach

The 4Com Outbound Manager is available both as a cloud-based multi-site system and as an on-premise on-site system. Via the user-friendly web interface, the campaign management and dialer settings can be configured quickly and flexibly. Almost any number of users can be integrated independent of their location. The users register via the Internet by using the 4Com Professional Client and are called by the system. Alternatively, the users register via telephone or VoIP.

Outbound Manager: Cloud-based or on-premise?

The cloud-based variant is suitable, if outbound campaigns are carried out occasionally, only some users are allowed to work in the system or a local dialer is used for the base load, but temporary outbound peaks must be intercepted or a reasonable backup is required. This variant is also suitable, if several contact center sites exist or the dialing will be used across all locations, for example to integrate home offices. Or you want an uniform dialer technology for your service providers and comfortable monitoring functions for yourself. The import and export of sensitive data is done consistently, securely and centrally in your system.

CONFIGURATION

“The 4Com Outbound Manager provides a high outbound performance and quality at a top price“

Jens Marquardt, Direktor Vertriebsservice/Kunden-Service-Center Swiss Life Select Deutschland GmbH

The **on-premise variant** is suitable for businesses in which outbound campaigns are performed continuously and with an even load or if safety or data privacy requirements do not allow the virtual operation.

Authorizations and profiles

For an independent configuration of the system you will receive a master login. Additional graduated logins are optionally available. You manage the passwords and user profiles yourself.

Dialer operating modes

When using the **semiautomatic Preview-Dialing** the record is displayed to the user before the dialing. The dialing process is controlled by the user. This is useful for campaigns that require discussion preparation. When using the **automatic Preview-Dialing** the dialing process is not controlled by the user. Tip: In the **Preview TAPI mode** the Preview-Dialing is available via the TAPI interface of your telecommunication system. Use your own carrier rates for that, ideally flat rates.

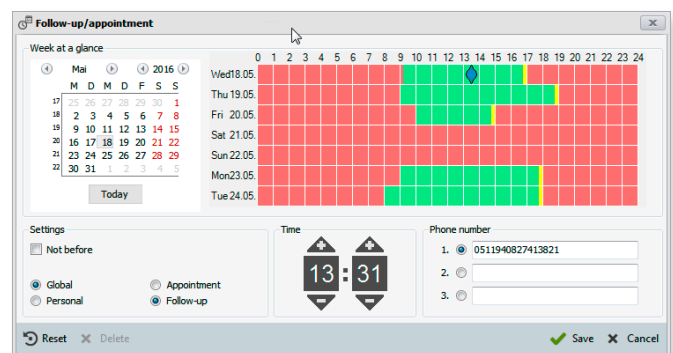
When using **Power-Dialing** multiple dial attempts for each available user are started at the same time and are displayed in the call preview of the Client. The first successful connection is put through. You can determine the number of dial attempts for each available user at the same time by using the overdial factor.

The **Predictive-Dialing** is a forward-looking, self-adjusting dialing. It regulates the number of dial attempts for each available user, considering the current and historic availability of the customers, as well as the forecast derived therefrom. You individually set the average waiting time between two calls and the maximum lost rate as well as the dialing rates which can be canceled automatically. Eligible users can also, independent of the operation mode, manually select and call records.

Comfort features

The 4Com Outbound Manager offers the following practical features:

- Administration of follow-ups and appointments with individual dialing counters.
- Automatic detection of answering machines, mail boxes and fax numbers [restrictions in the TAPI mode].
- Definition of result codes in any number for the final record processing.
- Rate control for the controlled completion of a campaign: As soon as the required number of a result code is reached, the campaign will automatically end.
- Break reasons in any type and number.
- Automatic compliance with the telemarketing call parameter set out in the "Branchenkodex der Customer Service und Service Center-Branche" (a German industry code of the customer service industry and the service center industry) via one click.
- Blacklist & Whitelist, e. g. the matching of the Robinson list.
- Communications function for important notices to individual users or groups in the Client.
- Data management for shifting, editing, and terminating records.
- Management of up to three phone numbers for each record.
- Preferred agent dialing.



The Outbound Manager provides many comfort features like the administration of follow-ups and appointments with individual selection counters. The settings can be made globally or personally.

CLIENT

Import and export of the record

The import and export of the records is performed by you. The data is transferred in an encrypted format like Excel® or TXT including duplicate check. We offer a large number of export filters for the export. In addition to the manual version, we also offer an automatic import/export via FTP or HTTP request. Some examples of use:

- Multi-stage campaigns for records that are to be used in consecutive campaigns.
- Continuous import from the ACD, if not all callers could be accepted there (e.g., for TV shopping hotlines or call-back processing).
- Continuous import from other systems, if only a short time period between data export and call is allowed (e.g.,

debt collection calls or the "Call me back" function on websites).

- Continuous export to pursuing systems for the timely processing (e.g., lettershop).

Professional Client

The 4Com Professional Client consists of a main window and a data mask. In the main window, you receive information on a daily basis; it can be designed individually and can comfortably be pinned as a narrow strip at the edge of the screen. In the data mask, the data fields for each campaign are also individually configurable (regarding number, position, type, data format). The individual call is supported by the contact history, call guidelines and response-based display of data fields.

To enter data in an existing Client / CRM software, use the deposited reference number of the user PC in the clipboard. 4Com also provides interfaces to many other campaign management tools.

Tip: We customize the Client to your special functional requirements or demands!

The screenshot displays the Professional Client 6.1.5.49 interface. The main window is divided into several sections:

- Campaign selection:** A table showing active campaigns with columns for Campaign, Dialing mode, Runtime, Phone time, ToGo records, and Rate. The 'Okostrom' campaign is selected.
- Call overview:** A table listing call records with columns for Date, Campaign, Customer ID, Phone number, Result, Comment, Talk time, and Wrap up time.
- Appointment / follow-up overview:** A table showing appointment details with columns for Appointment, Follow-up, Dialing, Appointment (or...), Contact person, Comment, Customer ID, Campaign, and Campaign.
- Status times:** A donut chart showing the distribution of call statuses: Talking (red), Wrap up (orange), Available (yellow), Break (green), Ready to dial (blue), and Reserved (purple).
- Data mask:** A form for entering call data, including fields for Campaign (Okostrom), Talk time, Wrap up, Ready to dial, Status, Date, User, Duration, Phone number, Result, Comment, Address, and Customer information.

Above: The Client's main window provides the campaign selection, call overview, call preview, appointment / follow-up overview, personal accessibility times and day success rate statistics.

Right: All fields of the data mask can be specified individually for each campaign regarding position, type and data format. Contact history, call guidelines and response-based fields support the call.

MONITORING & EVALUATION

ADDITIONAL OPTIONS

The screenshot shows the Online Monitor interface. At the top, there is a search bar with 'Only selected campaigns' and a selection indicator '6 out of 7 selected'. Below this is a status bar showing 'Status: 09.09.2015 09:48:52' and 'Licenses booked: 10 Licenses available: 10'. The main part of the interface is a table with the following columns: Campaign, Status, Today's Phone time, Group, ToGO all, ToGO 60, ToGO done, Calling, Active talkings, Avail-able User, Wrap-up User, Logged in Users, User on break, Ø-waiting time, Ø-con-nec-ted time, Ø-wrap up time, Lost rate, Over-Dial factor, and Weighting. The table contains three rows: 'Callback request', 'Green energy', and 'Sum of all campaigns'. Below the table, there are two sections for campaign details. The first section is for 'Campaign: Callback request' with 'Group: 4Power' and 'Method: semiautomatic', showing a list of users: Alexandra Clausen, Andreas Herrmann, Birgit Stromberg, Christian Müller, Gernot Graf, Nicole Rückert, and Timo Becker. The second section is for 'Campaign: Green energy' with 'Group: 4Power' and 'Method: semiautomatic', showing a list of users: Alexandra Clausen, Andreas Braun, Brigitte Hase, Carlotte Corday, Gernot Graf, Nicole Rückert, and Timo Becker, each with a timer indicating their current activity.

Campaign	Status	Today's Phone time	Group	ToGO all	ToGO 60	ToGO done	Calling	Active talkings	Avail-able User	Wrap-up User	Logged in Users	User on break	Ø-waiting time	Ø-con-nec-ted time	Ø-wrap up time	Lost rate	Over-Dial factor	Weighting
		[Time]		[no.]	[no.]	[no.]	[no.]	[no.]	[no.]	[no.]	[no.]	[no.]	[s]	[s]	[s]	[%]		
Callback request		-	4Power	0	0	5	1	1	1	1	7	1	10	74	58			80 %
Green energy		10:00-17:00	4Power	126	121	72	0	2	2	1	7	1	15	124	82			20 %
Sum of all campaigns				126	121	77	1	3	3	2	10	1						

The Online Monitor allows a current overview of all campaigns and users every 15 seconds. Different displays allow you a more general or more detailed overview.

As an additional option, the **4Com Professional Client VoIP** with integrated softphone is available. For this, we provide within the cooperation with the Plantronics Premium-level member Call Center Service a selection of special headsets from Plantronics with USB-stick, integrated sound card, and award-winning Smart Sensor™ technology at a preferential price. As a result, the 4Com softphone is not only instantly ready to start, but allows also the use of productivity-enhancing comfort features of our all-in-one solution.

Online Monitor & Online reporting

The Online Monitor allows a multi-site overview of all campaigns, groups, and users in real time. The graphical signal elements support the presentation of important current key data. Moreover, the campaigns can easily be started and stopped and important dialing parameters can be set and read. Default reports for billing purposes are available in the online reports.

Cockpit

The 4Com Cockpit is the interactive report and analysis tool. It enables you to comprehensively prepare and analyze the results of the Outbound Manager. Besides the reporting and graphic generator detailed Business Intelligence functions

like drill down or associative data search are available. For the daily intraday control you can create individual supervisor and wallboards views.

This way, you have a clear view of all relevant key data for the campaign evaluation and the staff planning.

Screen & call recording and monitoring

The monitoring of the 4Com Outbound Manager allows trainers to listen to selected calls. During the call notes can be given via the chat function. For documentation purposes, you can also record the calls (automatically or manually by the user). To document, for example, a separately asked opt-in, a multiple starting and stopping of the recording is possible, different codes can then be assigned to single recording sections. The channels for monitoring and recording can be restricted by the customer or the user.

It is also possible to record and monitor the user's activities on the PC screen. The current data masks or selected screen contents are shown mirrored to the trainer. The configuration for screen recording is comparable to call recording. The captures of the calls and screens are available for four weeks via download.

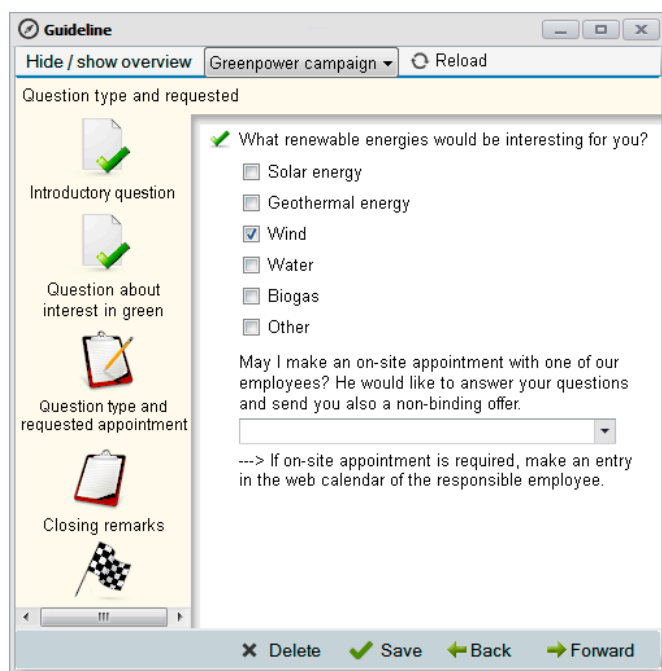
ADDITIONAL OPTIONS

Call evaluation tool

Recordings can also be played and commented in the 4Com call evaluation tool and can be evaluated via online forms. For tutorials and training different evaluation areas with graduated permissions for users and trainers are available. In addition, it is possible to add links to external websites and to include, for example, e-learning systems or to refer to sample conversations.

Guideline

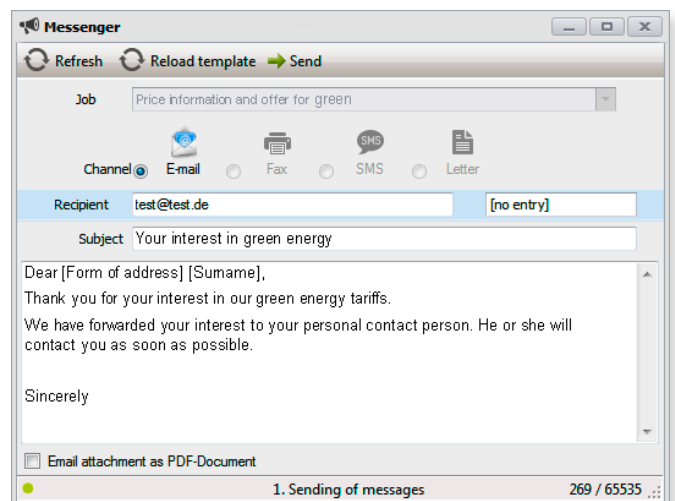
Guidelines support your users during the call. You can create the elements (questions/texts) for each campaign individually. Especially in the case of complex campaigns and product catalogs, response-based branching questions facilitate the call.



The guidelines support your users during the call, particularly in complex situations.

Sending letters, faxes, SMS and emails

Following a call you can send automated and result code dependent personalized faxes, emails, SMS or letters directly via the Client. Each channel can be contracted separately.



You can, for example, send contract documents, appointment confirmations, or further information after a call via the 4Com Messenger.

Enrichment of telephone numbers and addresses

Before importing, during a call or when exporting, the addresses with incorrect or missing phone number can be automatically synchronized with telephone number databases and will so be enriched. Also an inverse search is possible (address inquiry based on the phone number). Only hits are calculated.

Web calendar and sales force planning

The web-based scheduling tool allows users to access the calendars of the sales representatives, e.g. to arrange an appointment. A two-stage route planning for the calculation of the actual distance and travel time is also integrated.

You need training?

4Com Academy offers customized training and instruction! Read more: www.4Com.de/akademie www.4Com.de/akademie

Validation of bank code, account and address

During the call you can enter and check addresses with the online validity check and thus avoid callbacks and misdirection of consignments or invoices. The check is started manually and is performed personalized or not personalized on basis of the street, house number, postal code, and city. Response takes place within seconds. During the call or offline during the data import the plausibility of the bank data (BIC and IBAN) is also checked. This avoids incorrect entries and their consequences.

Blending & callback processing

To optimize the workload of your users, they can be assigned automatically, if necessary, to the 4Com Multichannel ACD

(blending). The Professional Client is used in both systems. You determine the criteria for the automatic change. Blending allows the efficient processing of callbacks: Does a customer call back on the transmitted number, the correct record will automatically be displayed in the outbound campaign.

Integration with other 4Com solutions

The 4Com Outbound Manager is part of the 4Com Suite.

- The **4Com Customer Data Manager** allows you the web-based administration of your master data for inbound and outbound management.
- The web-based **4Com Workforce Management** allows a simple, flexible, and multi-site resource scheduling of your users.

GENERAL CONDITIONS

Security and capacity

The 4Com Outbound Manager is located air conditioned, secured with an emergency power supply and access-protected in the network centers of our partner carriers or in the local variant in the on-site contact center. Every single system operates self-sufficiently. Check routines ensure a very high level of availability. In the base fee, ten at the same time usable user licenses for users are already included. Other licenses can be added monthly in intervals of five.

Encryption and data protection

Access to the administration and reporting websites of the Outbound Manager and the data import and export function is password protected with 128-bit SSL encryption. The communication of the 4Com Clients is enc-

rypted using 2048-bit RC4. 4Com assures its customers data privacy according to the "4Com Data Privacy Agreement for Customer" and signs the appropriate statements on request.

Service, maintenance and SLA (Service-Level-Agreement)

The monthly base fee includes the full hardware and software maintenance of the 4Com Outbound Manager. You are provided with a 24 hour hotline for reporting malfunctions with a defined reaction time of 30 minutes. Set-up support enquiries can be made free-of-charge during normal office hours. 4Com offers an availability of 99.5 percent for the cloud-based variant or 98.5 percent for the on-premise variant for each system of the 4Com Outbound Manager with regard to a calendar month (30 days / 24 hours).

Updates

The 4Com Outbound Manager is continuously developed. Several times per year you will automatically receive updates with new functions. Any functions requiring payment are optional.

Commercial conditions and contract period

The entire basic equipment of the system is included in the one-time set-up fee. Besides a monthly base fee for the cloud-based variant, 4Com calculates only the actual utilization time including all connection costs and for the on-premise variant every at the same time used license or channel is calculated according to a monthly flat rate model. No risk: We offer interesting runtime models for both variants with minimum periods between one and 36 months.

07/2016

CREATING SERVICE EXCELLENCE

As an innovation-driven company 4Com designs all-in-one solutions to optimize service contacts. We commit ourselves completely to our customer needs since 1994. The web-based modular designed and multi-site solutions are available via the cloud, or on-premise via the private cloud. Our customers leverage the pay-per-use-principle without investment risks. Maintenance, support and regularly updates are included in the monthly basic fee.

The technical implementation of workflows and processes is committed completely to our customer needs. As we are focused on technology, our highly specialized software engineers and developers perform and design customizations in due time.

Furthermore we focus on user-friendly and optimized web interfaces. Our customers may configure and modify the settings in order to meet new challenges in a timely manner. As part of our "joint administration-concept" our solution architects are the direct contact for all issues - such as change requests, queries or adjustments.

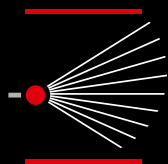
4Com SUITE

- Multichannel ACD
- Outbound Manager
- Email Management
- Service Numbers
- Cockpit
- Screen & Call Recording
- Customer Feedback
- Workforce Management
- Messenger
- Self Services
- Multimedia Wallboard
- Co-Browsing
- Social-Media Integration
- Customer Data Manager
- IVR
- Corporate Call Assistant
- Audio Production

Customers who benefits from the 4Com Outbound Manager choose also:



MESSENGER



MULTICHANNEL
ACD



COCKPIT



CUSTOMER DATA
MANAGER

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