

# MiContact Center Outbound

Increase revenues and control operating costs with  
outbound dialing, campaigning and scripting



Does your business need to streamline your outbound contact center operations and automate outbound dialing? Are your agents burdened with multiple business systems in order to do their jobs? Does your business struggle to comply with rules and regulations surrounding automated outbound dialing? Are you faced with proactively reaching customers for messaging, like appointment or payment reminders? Do you need tools to accelerate lead generation and close sales? Are your IT administrators faced with the challenges of configuring a contact center solution they don't understand?

## Key Benefits

- Automate outbound dialing to improve agent efficiency
- Remove the administration burden from IT
- Ensure regulatory compliance
- Empower agents with tools for first-contact resolution
- User-friendly, visual campaign management



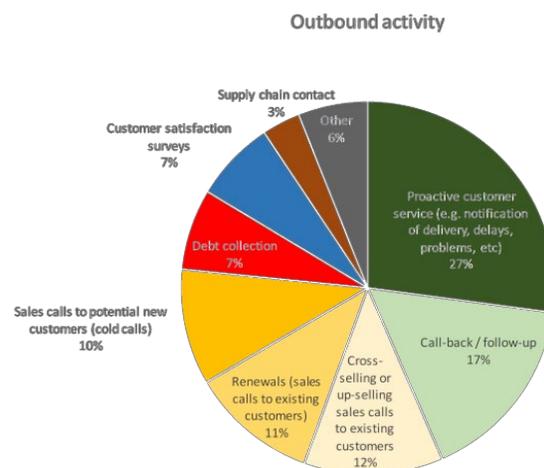
If you answered yes to any of these questions, MiContact Center Outbound can help you drive agent productivity and customer experience, increase revenues and control operating costs and simplify IT management.

MiContact Center Outbound is much more than a simple outbound dialer, it is a comprehensive, integrated outbound strategy management suite. MiContact Center Outbound supports all modes of outbound dialing and multi-channel capabilities and includes a wide range of campaign management tools. In addition to this, our solution is tightly integrated into our light touch Customer Relationship Management (CRM) system and agent scripting modules to form a complete solution that meets a wide range of outbound contact center requirements.

## OUTBOUND: OFTEN MISUNDERSTOOD

The use of outbound dialers is one of the most misunderstood practices in the field of contact centers. The public perception of this technology is often confused with 'cold calling' & scammers, an association that has proven toxic to a technology that has many important and useful implementations ranging from medical appointments to mass emergency notifications.

Although dialers can be misused, and they sometimes are, in the clear majority of cases they are deployed responsibly by organizations that put them to good use in many ways beneficial to their customers. Indeed, in the US, less than 10% of all outbound dialed calls are cold calls. Most outbound activity is focused on proactive customer contact, calls to existing customers, debt collection and satisfaction surveys.



Source: Contact Babel - 2017

With this in mind, the Mitel dialer is designed to encourage responsible use of this channel in order to deliver all the benefits of outbound dialing whilst minimizing any unwanted annoyance to the public.

## Automate Outbound Dialing

One of the biggest challenges facing any outbound contact center is keeping agents busy and talking. With MiContact Center Outbound, this can be achieved by requesting and automatically connecting agents to outbound calls, so that their productivity can be optimized. With the ability to screen pop customer information and provide agents scripts on the desktop, you can enable them to make informed, personalized outbound contact with your customers. This significantly reduces the costs of operating a contact center.

MiContact Center Outbound includes simultaneous support for the four main outbound dialing modes: Preview, Progressive, Power, and Predictive as well as Unattended Dialing, a form of Power Dialing where the agents are being replaced by Interactive Voice Response.

**Preview dialing** allows agents to request the next call to make, view available customer information and decide whether to place a call or not using a click-to-dial function. This is especially useful in situations where agents need to gain in-depth knowledge of the customers' circumstances and interaction history before contacting them.

**Progressive dialing** expands on this functionality by automatically making outbound calls and screen popping them on the agent desktop after an agent is idle for a configurable period of time. This is useful for environments where call center agents do not require in-depth familiarization with the customer's details before the call is made, such as telemarketing or fundraising.

When using preview or progressive dialing, it is the responsibility of the agent to disposition all calls manually whether connected or not.

**Power dialing** further automates the outbound dialing process by delivering only connected calls as agents become free. In this mode, the agent is shielded from all non-productive calls which are classified automatically by the dialer. This mode of dialing is often used in campaigns addressed to existing customers where there is high sensitivity of not abandoning any connected calls. However, in this mode agent wait times between calls can be long as the dialer will only dial one call at a time for each free agent.

**Predictive dialing** is the most productive form of dialing automation as it delivers only connected calls to agents while at the same time keeping agent wait times to a minimum. It does this by constantly analyzing key parameters of dialing performance such as the connect rate for a list and the average call durations which are fed into various probabilistic engines that predict the amount of over-dialing needed to balance agent performance and low call abandonment rates.

## 0% Abandoned Calls with SNoDrop™

Until now it had always been accepted as a fact that all predictive dialers generate abandoned calls. This was perceived as an unavoidable consequence of the probabilistic nature of predictive algorithms, which would occasionally connect more calls than the number of agents available to handle them.

MiContact Center Outbound changed all that by uniquely creating new groundbreaking technology (named SNoDrop™), which is demonstrably able to deliver full-strength predictive dialing with 0% abandoned calls. This innovation is unique to Mitel, has been in live production for several years and has been shown to deliver this unprecedented result time after time.

## Live Person Detection (LPD™)

Another remarkable innovation available with the Mitel dialer is Live Person Detection (LPD™), a unique patented technology that overcomes the challenge of inaccurate Answering Machine Detection (AMD). Over the past few years, the difficulties associated with correctly identifying automated devices and the silent calls associated with unacceptable levels of AMD misidentification have caused regulatory bodies around the world to severely restrict the use of AMD techniques, to the point where they have been all but banned from use.

The MiContact Center Outbound LPD™ solution is not only highly accurate but uses AI techniques to do away with the initial pause (typically 2 seconds or more) associated with AMD technologies, which often causes the called party to hang up before a live agent can identify themselves. Our solution is also unique in that it works independently of the answering device and is equally able to filter out calls to answering phones, mobile voicemail or network services.

## Ensure Regulatory Compliance

All around the world, regulatory bodies are adopting strict legal controls over the use, and abuse, of automatic dialing equipment and failing to comply with these regulations can result in heavy fines for your business. The MiContact Center Outbound dialer incorporates a range of technologies aimed at ensuring that you remain fully compliant, wherever you are in the world.

For instance, in the USA, the FCC interprets the TCPA (Telephone Consumer Protection Act 1991) legislation in a particularly narrow manner, meaning that wireless (cell) numbers cannot be dialed by an ATDS (Automatic Telephone Dialing System) without prior consent. As any pure predictive (or indeed power) dialer is considered by the FCC to be an ATDS, the Mitel dialer provides a workaround which requires agents to “click-to-dial” on numbers before they are dialed. This allows the dialer to maintain high predictive performance yet remain fully compliant with FCC’s interpretation of the TCPA.



The screenshot shows a window titled "Click to dial" with a sub-header "Click the Dial button to authorize calls." Below this is a table with the following columns: Dial, Workspace, Campaign, List, Telephone, and Customer Name. The table contains 12 rows of data.

Dial	Workspace	Campaign	List	Telephone	Customer Name
	ALargeCRM	AMillionUnattended	SFXLoadList	07515068125	Mrs Maddox
	ALargeCRM	AMillionUnattended	SFXLoadList	07515068125	Mrs Maddox
	ALargeCRM	AMillionUnattended	SFXLoadList	07515068125	Mr Knox
	ALargeCRM	AMillionUnattended	SFXLoadList	07515068125	Mrs Fox
	ALargeCRM	AMillionUnattended	SFXLoadList	07515068125	Mrs Cox
	ALargeCRM	AMillionUnattended	SFXLoadList	07515068125	Mr Wilcox
	Manny	DW	CluckerTest	07811353995	MR CLARKSON
	Manny	DW	CluckerTest	07811353995	MRS NORGATE
	Manny	DW	CluckerTest	07811353995	MR BROWN
	Manny	DW	CluckerTest	07811353995	MR BROWN

The dialer is self-pacing so that abandoned predictive calls are kept strictly within the legally permitted levels automatically and without the need for administrator intervention. When in use, our unique SNoDrop™ technology can, of course, completely eliminate abandoned calls unlike any other dialer on the market.

Any abandoned calls from the dialer result in a short, recorded message and configurable granular caller ID is always presented to recipients of automated outbound calls.

## Built-In Contact Center CRM

The light touch tactical CRM forms the basis of the MiContact Center Outbound solution by providing agents with the advantage of having an overall view of the customer’s information plus a complete history of previous interactions as well as all other information necessary for a successful call.

Unlike other CRM systems, the MiContact Center Outbound CRM is dedicated solely to supporting contact center processes. Other dialers simply treat numbers on calling lists as records, whereas the MiContact Center Outbound solution treats records as people or customers. By building the dialer on top of the CRM system, the MiContact Center Outbound solution is able to provide more personalized customer experiences.

Knowing as much as possible about the people you are contacting is key to allowing your business to intelligently segment caller lists into individual groupings which share similar characteristics. This not only enables you to plan more efficient outbound campaigns but results in an increase in list penetration and conversion rates.

The MiContact Center Outbound CRM also seamlessly integrates with MiContact Center Scripting capabilities.

## Business Process Compliance

Most CRM systems on the market do not provide agents with call scripting tools, and if they do, it is simply as a secondary function. MiContact Center Outbound takes a very different approach. We believe that the most important part of the customer experience is the journey between “hello” and “goodbye” and our CRM capability is there to support call scripting through this process and assist agents in guiding customers from the start to the end of an interaction. This doesn’t mean that agents turn into robots and simply recite scripts as they are prompted on their desktops; this just means that agents have the tools they need to easily follow business processes and ensure successful customer interactions every time. This increases first-contact resolution rates, reduces interaction handling times, and frees agents from the necessity to memorize processes, systems, and data.

MiContact Center Outbound makes agent scripting simple through intuitive and powerful visual design interfaces. This makes campaign creation, deployment, and modification an operational task and not an IT or software development activity. It also makes more effective use of your IT resources, so developers can concentrate on the challenges of extending the functionality of the system as opposed to routine campaign management. Using MiContact Center Outbound, the average outbound campaign can be created and deployed within hours, complete with script design, data import, call strategy, call recycling definitions, basic reports and data exports, team creation, assignment, and scheduling. Scripts can be modified with zero downtime and the dynamic manipulation of call scripts, teams, and calling lists means that agents can move seamlessly between different versions of campaigns and scripts.

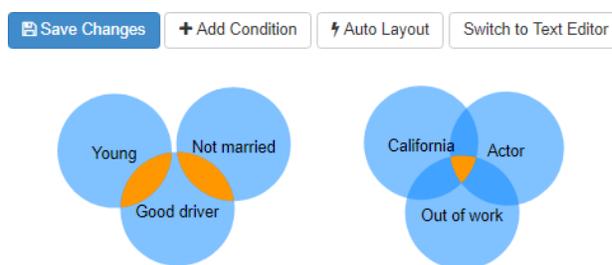
Our scripting solution integrates out-of-the-box with web services to retrieve information from business systems and databases. This enables agents to adapt and adjust to changing circumstances outside of the core script. For example, a script could be integrated with a web service to use the most current exchange rate when performing an international transaction, to perform a credit check, or to have access to the most up-to-date weather.

Scripting can also perform the reverse of this function and can be used to export data through web services to capture customer interactions in external systems. This ensures that vital business systems and databases are synchronized at all times, which in turn enables agents to provide more prompt, informed customer experiences.

## Intelligently Manage Campaigns

Everything in MiContact Center Outbound is related to the concept of a campaign. From business processes, to agent scripts, to the CRM data used, to the specific teams assigned certain types of work, campaigns can involve inbound or outbound voice channels, web chat, email, or simply workflows. The most powerful manifestation of the MiContact Center Outbound campaign functionality is in the context of outbound contact. Our dialer is fully integrated with campaign capabilities to deliver sophisticated, intelligent, multi-channel customer contact.

Advanced campaign strategies are applied to the dialer in order to maximize conversion rates, contact rates, and list penetration. It is a way of designing outbound campaign templates that allows you to deploy multiple campaigns fast and control them simultaneously with ease. Even with the most efficient dialer in the world, you could still have low contact and conversion rates because you are contacting people at the wrong time, using the wrong agents or offering the wrong products or incentives. This is where MiContact Center Outbound can provide enhanced value to your outbound operations.



Our campaign management provides unique list segmentation tools based on the visual manipulation of Venn diagrams. This is an excellent example of how we are able to make technology accessible to non-technical users. Most other campaign management applications tend to require the use of SQL or other technically minded tools to filter records into various lists. This can delay the deployment of tactical campaign strategies. In MiContact Center Outbound, this is simply a drag-and-drop tool involving the manipulation of visual objects, which can be learned and performed quickly by any non-technical user within your business.

### POWERFUL FEATURES:

- *Visual call recycling strategy management to ensure consistency of retries for failed calls across the entire campaign*
- *Automated scheduled data imports using a wide range of sources such as files, spreadsheets, and databases*
- *Weighted blending of lists to deliver varied work to agents and still adhere to campaign specific SLAs*
- *Manage list quotas, so that a list can stop delivering records when certain conditions are met*
- *Use sophisticated parameters to determine how each list is processed. For example, you can choose to try each record once before making a second attempt or save untried record for such times that there are no retries to be made*
- *Choose when you may wish to link call backs to individual agents and when to offer these to the entire team*

## Everything is visual

The MiContact Center Outbound solution is built to make seemingly complex tasks easy to solve visually and intuitively.

Our suite of outbound contact center solutions offers a comprehensive, visual, and user-friendly experience including:

- *Visual data segmentation and list creation*
- *List prioritization*
- *List blending (with weighting)*
- *Visual, powerful and intuitive call recycling strategy builder*
- *Web services API for list insertion / update*
- *Easy dynamic assignment of agents to campaigns with no down time*
- *Real time record suppression utility avoids unnecessary and possibly awkward calls*
- *Quota management*
- *Bulk queue changes*
- *Multimedia enabled (email & SMS blasts)*
- *Advanced on-screen telephony agent tools (various call transfers, hold, break, etc.)*

The MiContact Center Outbound solution is built on an open platform. This modular approach allows developers and IT staff to add custom and advanced features quickly and easily, without affecting the core system. We also offer the ability to integrate multiple and diverse external applications and databases to provide a seamless unified agent experience. For example, using integrations with third-party applications, you could automatically deliver data or user interface elements from external applications at the precise moments they may be needed during a customer interaction, based on preconfigured business processes within the scripting tool.

## Effectively Measure and Manage Your Operations

While other outbound contact center solutions focus primarily on Key Performance Indicators, which are nothing more than agent metrics (calls handled, average call duration, etc.), MiContact Center Outbound enables businesses to produce and analyze reports that link both



business transactions and agent performance. Whether you are trying to analyze the relationship between agent skills and sales values or between time of day and conversion rates, all the metrics you need to efficiently and effectively measure the success of your outbound campaigns are only a few clicks away.

### GENERIC CONTACT CENTER REPORTS:

- *Campaign Metrics*
- *Team and Individual Agent Performance*
- *Dialer Performance*
- *Data Journey*
- *List Penetration*
- *KPI Analysis*

It also provides campaign-specific reports, such as:

- *Call Result Distribution*
- *Data Capture Results*
- *Calculated, Campaign-specific Financial Results*

MiContact Center Outbound also includes real-time monitoring capabilities. The dashboard and wallboard tools provides a constant stream of real-time, precise, and extensive information to contact center administrators, managers, and supervisors about the current activities of your business.

## DASHBOARDS & WALLBOARDS PROVIDE HUNDREDS OF REAL-TIME STATISTICS

- *By Team*
- *By Campaign/List*
- *By Agent*
- *Dialer Performance*

Due to the tight-knit integrations between our dialer, scripting, CRM, campaigns and voice platforms our dashboards can provide up-to-the-second complete information related to agent activity.

For example, a supervisor can monitor what script each agent is following, what customer they are speaking with, how long they've been on calls, and even how long they've been on a specific step of the current script. Dashboard data is presented in either tabular or graphical form (charts, graphs, etc.) and ensures that your contact center managers and supervisors always have the tools they need to make prompt, informed decisions about your operations, ensuring the highest level of customer experience.

## Modular Solution to Meet Your Business Needs

We recognize that every contact center is different, so we offer our MiContact Center Outbound suite of solutions through modular licensing. As your requirements evolve and grow over time, you can easily and cost-effectively add on functionality to your existing operations.

## FEATURES

- *Outbound dialing: power, preview, progressive, and predictive*
- *Tactical Customer Relationship Management*
- *Process driven scripting*
- *Third-party integration*
- *Unified desktop*
- *Web self-service*
- *Real-time and historical reporting*
- *Telephony integration with all Mitel Platforms or standalone*

## BENEFITS

- *Increase agent productivity through minimized downtime*
- *Facilitate first-contact resolution and business process compliance*
- *Provide knowledgeable, high-quality customer experiences*
- *Increase profitability per customer interaction and conversion rates*
- *Improve customer retention through proactive customer interactions*
- *Maximize campaign performance with sophisticated campaign tools*
- *Improve supervisor decision making with real-time and historical business analytics*
- *Minimize risk by ensuring business continuity and regulatory compliance*
- *Make complicated problems easy to solve with visual diagramming interfaces*