



interact™  
CUSTOMER CARE SOLUTION

Campaign Manager™



helping you make  
customers for life!

**TBT Private Limited.**

2nd Floor, Pyramid Chambers,  
68-C, 25<sup>th</sup> Commercial Street, Phase V,  
D.H.A. Karachi-75500, Pakistan.

Voice : 111 111 2BT (228)

Fax : 92-21-5375469

URL : [www.2bt.com.pk](http://www.2bt.com.pk)

E-mail: [info@2bt.com.pk](mailto:info@2bt.com.pk)

# interact<sup>V2.0</sup>™ CUSTOMER CARE SOLUTION Campaign Manager™

2B Technologies' interact™ Campaign Manager represents a client/server model comprising of a switch, a dialer, the interact™ Campaign Manager, and an easy-to-use client application for the CSRs. The interact™ Campaign Manager will help you reduce labor costs and increase overall sales productivity.

*The* interact™ Campaign Manager offers value, efficiency, and customer support that will have a dramatic impact on your business. It's designed to manage all aspects of campaigns run by the soft dialer. Let interact™ Campaign Manager find out what your customers need and think and get an insight on perspectives regarding the services you have to offer.

## Maintain Maximum Dialing Efficiency:

Working with any ODBC-compliant database, the interact™ Campaign Manager directly feeds numbers to the soft dialer at an optimum rate to ensure maximum dialing efficiency. The fourth generation predictive dialing Simulation Engine reproduces the right dialing rate for any campaign conditions. The engine is able to perform complex statistical tasks quickly, and easily achieves the optimum balance between wait times and call abandonment rates.

**Stay up-to-date with screen-pops and automatic database updates:**

The interact<sup>TM</sup> Campaign Manager manages the display of relevant information regarding campaigns and calls on the respective agent's screen. Acting as an intermediary between the agent application and the soft dialer, the campaign manager frequently updates the database for reschedules, etc. This keeps all supervisors and CSRs up-to-date with the current information and progress, and fills the database with the most recent information at all times.

**Let a single server virtually support an unlimited number of clients:**

Based on a client/server architecture, interact<sup>TM</sup> Campaign Manager can remotely setup and monitor each campaign from different locations. A locking scheme is adopted to prevent multiple administrators from accessing the same data simultaneously. Spreading the workload to different clients also lets the campaign manager utilize all available resources and minimize inevitable errors.

**Maximize opportunities with the retry regime:**

The interact<sup>TM</sup> Campaign Manager will let you specify the time before each failed call is categorized as a retry. Based on this retry regime, the campaign manager manages the entire retry cycle of your campaign enabling retries based on call result and agent input. The call will either be held internally or rescheduled in the database. An accurate and well thought out retry regime increases business productivity by not letting any opportunity go by.

## M Multiple-tenant support p o r t

### Work inside a multi-tenancy framework:

The interact<sup>TM</sup> Campaign Manager supports multi-tenancy, i.e. a single dialer can support a multiple number of campaign managers. Providing freedom and flexibility to larger call centers and ASP vendors, multi-tenancy supports the same agent/campaign names and discreet log files for the different tenants.

### Setup and control your campaigns with the easy-to-use client GUI:



With the easy user interface, each supervisor can setup, manage, and modify their own campaigns with total control over retries and progress. Everything you need to be in control of your campaigns is at your fingertips with the user-friendly client applications.

### Multiple dialing platforms prove effective for different campaigns:

The interact<sup>TM</sup> Campaign Manager supports four specific dialing modes:

**Predictive** dialing allows the call center to use call volume calculations to determine when calls should be placed, cutting down the number of call failures.

**Preview** dialing allows the CSR to view the caller detail prior to the call being made.

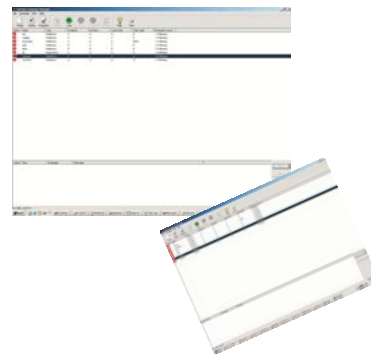
**Progressive** dialing allows a call center to only dial a number when there is a CSR available.

**Power** dialing lets the dialer contact all the numbers on the call lists and establishes connections. The dialer then places the connections into queues until agents are available to take the call.

# FTC CONFORMED DIALING MEASURES

## **FTC compliance adds value to predictive dialing:**

The FTC rule restricts dialers to a maximum of 3% abandoned calls measured w.r.t the percentage of answered calls. The interact<sup>TM</sup> soft dialer has been engineered to provide ultimate performance under the toughest of regulations. It delivers accuracy, no matter what the campaign conditions. This gives it the ability to work effectively at very low call abandonment levels. The soft dialer complies by the FTC jurisdiction, setting 3% as the jurisdiction. This default setting eradicates the need for a dialer supervisor, the need to modify dialer settings, and the need to have constant staffing levels on outbound campaigns. The dialer is designed to perform under the most inflexible conditions. With a maximum abandoned rate of 5% and a maximum abandoned call delay of 2 seconds, interact<sup>TM</sup> soft-dialer boosts predictive dialing performance dramatically.



Category	Value	Unit	% of Total
Campaign length (minutes)	34.25		
Call volume (calls)	4000		
Live calls	200		5.00%
No answers	2475		61.88%
Other talk	300		7.50%
Answering machine	0		0.00%
Busy	0		0.00%
Abandoned calls	140		3.50%
Total calls	4000		100.00%
Abandoned rate	3.50%		

## Campaign performance monitoring and reporting tools strive for constant improvement:

The interact™ Campaign Manager offers an extensive set of reports for performance monitoring. To be able to detect room for improvement and to be able to continuously make progress regarding a campaign's results and productivity, interact™ also offers real-time statistics displays for supervisors.

Talking	0
Waiting	1
Wrapping Up	0
Preparing	0
Not Ready	0
Logged On	1

Live Calls	0
No Answers	0
Busy	0
Other Talk	0
Answering Machines	0
Faxes/Modems	0
Abandoned Calls	0
Called Party Hangup	0
Timed Out Calls	0
Fast Buses	0
Total Calls	0

## interact™ Campaign Manager Features:

- Open architecture
- Fully scalable – No limits on the number of agents or campaigns
- FTC-compliant dialer
- No supervisor tweaking required
- Unicode and ANSI support
- Multi-tenancy framework
- Easily adapts to working in a call-blended environment
- Runs multiple campaigns simultaneously
- Supports all ODBC-compliant databases
- Supports Multiple Dialing modes
  - Predictive
  - Power
  - Progressive
  - Preview
- Call backs by agent or station
  - Automatic scheduled call backs
  - Edit schedule
  - Delete schedule
  - Re-assign schedule
- Automatic detection of fax, modems, and busies
- User-friendly client application
- Do-not call lists available
- Comprehensive reporting
- WallBoard – real-time statistics display



helping you make  
customers for life!

Voice : 111 111 2BT (228)  
Fax : 92-21-5375469  
URL : [www.2bt.com.pk](http://www.2bt.com.pk)  
E-mail: [info@2bt.com.pk](mailto:info@2bt.com.pk)