

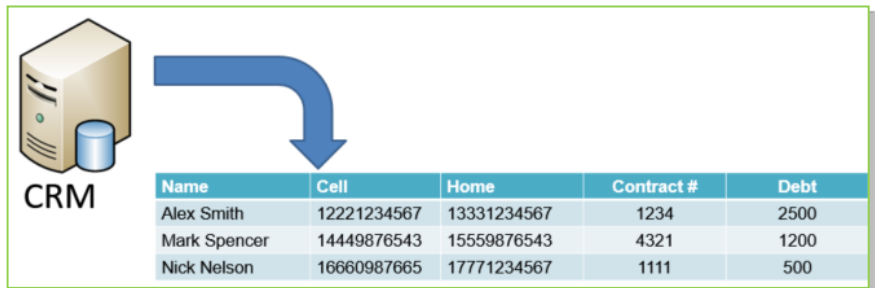
Aurus Outbound – Outbound Campaign Solution

Contact your customers proactively by phone, email and SMS:

- **Voice Drop (including Text-to-Speech support)** – to play the audio message
- **Power IVR** – to play the audio message and connect the client to the IVR
- **Progressive** – the new outbound call to customer is placed only when an agent is available to handle the call;
- **Predictive** – uses the predictive algorithm to place a new call when an agent is about to finish the current one;
- **SMS and email** – integration with GSM-gateway is supported

Integration with CRM

Admin interface allows configuring the structure of contact lists and integration with datasources.



Contact filters

Add contact filter

#	Actions	Contact attribute	Operator	Value
1		Debt	More than	0

Contact priorities

Add contact priority

#	Actions	Contact attribute	Order
1		Debt	Descending

Contacts

Load Add Clear all

#	Name	Mobile	Debt	Actions
1	John McDonald	19876543212	250	
2	Alex Smith	12345678987	100	

List Management

Your marketing manager will manage contact lists without having special technical skills.

Campaign Strategy Management

Use the advanced campaign management features to setup the campaign strategy - the number to be dialed first, how much attempts to perform, when to start trying alternative numbers etc.

Edit strategy step

Notification type: Call Time: Weekdays 09:00 - 19:00

Notification channel: Mobile Weekend hh:mm - hh:mm

Result	Attempt count	Interval	Action after exhausting attempts
Dialing error	2	0 d 3 h 0 m	Continue contact processing
Busy	3	0 d 0 h 15 m	Continue contact processing
Not answered	2	0 d 0 h 30 m	Continue contact processing
Call rejected	3	0 d 1 h 0 m	Continue contact processing
Contact disconnected	1	0 d 1 h 0 m	Continue contact processing
Success			Complete contact processing

Refresh Report | Export to CSV

test	Scheduled	Actual	Trigger
Start	15.06.2015 15:23:26	15.06.2015 15:23:27	By user's request
End	16.06.2015 15:23:27	15.06.2015 15:24:38	Automatically

Contacts 104 Processed: 104 of 104

#	Contact	Caller ID	Audio	Retries	Played	Answered	Notified	Number	Custom 1	Custom 2	Custom 3
1	Alex Smith	888	ChairOn.wav	1	6 c	<input type="checkbox"/>	<input type="checkbox"/>	20200			
2	Nick Nelson	888	ChairOn.wav	1	0 c	<input type="checkbox"/>	<input type="checkbox"/>	20201			
3	Alexander Anoshin	888	ChairOn.wav	1	0 c	<input type="checkbox"/>	<input type="checkbox"/>	20202			
4	Philipp McDonald	888	ChairOn.wav	1	6 c	<input type="checkbox"/>	<input type="checkbox"/>	20203			
5	Amanda O'Reily	888	ChairOn.wav	1	0 c	<input type="checkbox"/>	<input type="checkbox"/>	20204			
6	Chris Wong	888	ChairOn.wav	1	0 c	<input type="checkbox"/>	<input type="checkbox"/>	20205			

Reporting

The real time campaign statistics is available in the secured web-interface.

Feature list

Contact Management

- admin interface allows to configure the integration with any data source
- contacts may be imported manually or automatically at the campaign start
- the manager's interface provides comprehensive contact filtering and list management tools
- the phone numbers are normalized when importing from CRM
- the structure of each contact list can be configured individually
- the CRM connector can be configured to import any useful data from CRM

Campaign Strategy Management

- multiple calling numbers
- contacts priority management
- calling time management
- scheduled campaigns
- campaign auto-start by triggering from CRM

Dialing Modes

- Voice Drop with TTS
- Power IVR
- Predictive
- Progressive
- SMS

Reporting

- campaign real-time monitoring
- historical reports
- sending reports by email

System Requirements

- Server
 - Windows Server
 - virtual environment supported
 - min requirements: CPU 2Ghz, RAM 2Gb, HDD 10G.
- Admin / Manager / Agent interfaces – web-browser

Aurus products:

Aurus PhoneUP - applications bundle for Cisco Unified Communications Solutions

Aurus RichCall - video call and web collaboration for contact center

Aurus U-Meet - easy scheduling and meeting control tools for Cisco TelePresence environment

Aurus Outbound – outbound campaign solution for contact center

