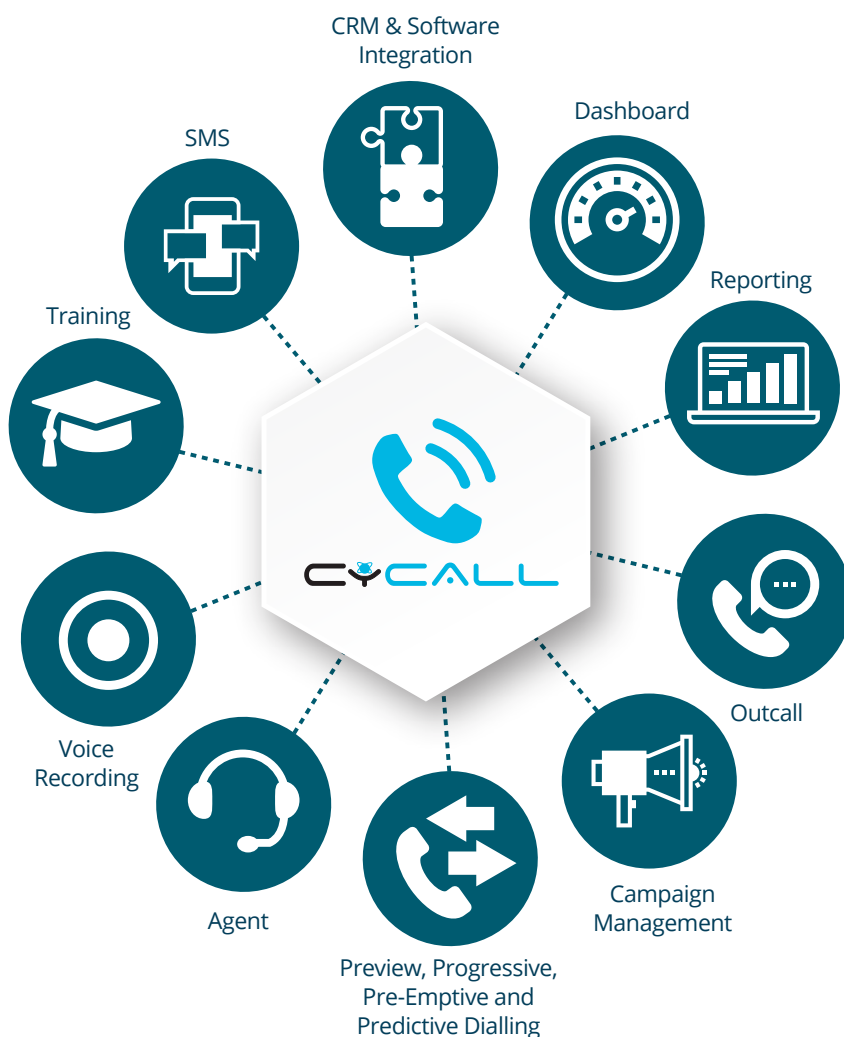




# Beyond telemarketing with proactive opportunity creation



The evolution of the outbound contact centre with true omni-channel reach, CyCall is a blended environment to connect your team with more people and create more opportunities.

An affordable and professional telemarketing outbound contact centre management and reporting system which can be used to increase revenue opportunities or to simply stay in touch with your customers.

## Business benefits

- Boost productivity & efficiency.
- Ensure staff have the right info for the right type of call.
- Protect your customer database integrity.
- Deliver performance and measure results.
- Give your customers options and service them best.

## An intelligent suite of business solutions in one package

CyCall brings together important CyTrack product groups, combining campaign management, unified communications, business intelligence and voice recording

with PCI DSS compliance, customer satisfaction surveys, team evaluation & management and much more. Pick what's right for you - whether you are a team as small as two people or a large

enterprise group; whether you are in one location, connected in many different geographical zones or employ remote workers.

### Integrate to most popular CRM solutions, or even your own CRM or database

CyCall can talk to your customer database or Customer Relationship Management (CRM) system. It can even integrate with your social media, letting you know who your customers are and how they wish

to be serviced. It manages your customers requests via routing to the most appropriate people in your organisation, handling all communications in the way that your customer prefers to communicate with you.

CyCall connects to the most popular systems out of the box, including Microsoft Dynamics,

Salesforce, SalesLogix, GoldMine, Maximizer, ACT! and many more.

If you have developed your own CRM or customer service solution, we can work with that too. Check out our software kits & API's that enable you to talk with us and set up your own click to dial, screen pops, storage of key details about the call, voice recordings and more.

### Which approach works best?

#### 1 Preview mode

In preview mode, the system will pop the next selected target details up allowing the agent to view pertinent details. CyCall then dials the number when the agent clicks 'ready'. When finished the agent can complete any wrap-up details and then clicks 'ready' for the next target screen pop and 'ready' to dial the number - the cycle is repeated. In this mode the agent controls the pace of each next call.

#### 2 Progressive mode

In Progressive mode the call centre manager enters a wrap up time that allows the agent to complete

details after the call - then the next target is popped to the agent and the number is dialled. When the call is completed the agent has the set time to complete details before the next target is popped and the number dialled. In this mode the administrator is enforcing a pace between each call.

#### 3 Pre-emptive dialling

Many people think of a 'predictive dialer' when they ask for this type of functionality. A predictive dialer works by a call-pacing algorithm that places calls from a list that has been defined by one of several such algorithms, including prediction of agent availability, average call time in current campaign, or user defined over dialling level for a given day/ time/zone. This type of system is

dialling out to ensure a call is ready with a reached target as the agent becomes available.

Typically systems without having at least 10-15 agents in a campaign can lead to unacceptable call delays for the customer and high call abandonment rates as the customer puts the telephone call down before reaching an agent. They are also very expensive and lead to agent burnout very quickly.

The CyCall Pre-emptive Dialling Module dials the selected numbers and determines whether they are a 'Positive Connection' as in a live person or 'Unpositive', for example if answered by an answering machine, fax machine, or a modem. Positive Connections are immediately transferred to an agent. The management interface

allows for configuration of ratios of agent to callout patterns and agent availability.

#### 4 Predictive dialling

The CyTrack predictive dialer is suited for outbound contact centres of more than 10 agents and for aggressive telemarketing. A predictive dialer works by an advanced call-pacing algorithm that places calls from a list.

The predictive dialer's aim is to ensure a call is ready with a reached contact as the agent becomes available. Unlike pre-emptive, which waits to dial when agents are available, the predictive dialer is calculating when to start dialling for the next contact based on a prediction of when the next agent will be available and the time and number of calls it may take to get that next contact. The

predictive dialer maximises the use of the agents and the contact list.

The predictive dialer uses a very specialised and complex algorithm by measuring and automatically adjusting its process to be the most efficient, including considerations such as below:

- Average ring time.
- Success rate.
- Max dropped call rate.
- Over-dial rate.
- Agent available count.
- Average call handling time.
- Connect rate.

### Web call-back

CyCall premier administrators can set up web call-back buttons/ links on their web site or emails which callers can then click and enter their details including a note.

CyCall will then enter the caller into a queue and present a call-back action to designated agents with the call-back details and note that was typed by the caller.

Agents can categorise what the call was pertaining to by clicking on an administrator defined completion code. These completion results can be provided in real-time statistics to the CyReport™ Business Intelligence Dashboard and are also available in the historical reporting. All the statistics of the Web call-back will be displayed in the real-time and historical reporting as it would if it was a live call.

#### Full multi-channel IP outbound contact centre suite

- Campaign admin interface.
- Business intelligence reporting.
- All campaigns and agents available activity in real time.
- Campaign schedule for auto enable/ disable.
- Preview/ Progressive/ Pre-emptive/ Predictive dial modes.
- 'Do not call' compliance.
- Database/ CRM integration.
- Optional voice recording.
- Integrated reporting (over 150 reports).
- Configurable completion codes and wrap-up times.

#### UC desktop agent interface

- CRM integration.
- Click-to-dial.
- Screen pop.
- Drag & drop.
- Presence.
- Messaging.
- SMS.
- Completion codes.
- On-screen wallboard.
- Integration with customer database or CRM.

#### Powerful add-ons

- SMS gateway.
- PCI DSS compliant voice recording.
- IVR.
- Web chat.
- Social media integration.
- Agent evaluation and training module
- Customer satisfaction and survey module