

# Outbound Campaign Management



In the age of the customer, contact center managers are always looking for new and better ways to ensure satisfaction with every interaction. They train agents on how to execute each interaction to provide excellence, and survey customers to gauge their satisfaction with their experiences. But what if it's the technology you're using that's causing the problem?

Traditional legacy predictive dialers help agents be more productive, but at the expense of the customer's time and satisfaction. The telltale pause before hearing contact center noise, and then the delayed "hello" gives customers the opportunity to hang up or grow frustrated before the call even begins.

The RingCentral outbound dialer uses patented technology to eliminate awkward delays in greeting the caller, while allowing agents to make multiple predictive calls and stay productive. More conversations translate directly to higher contact center revenues. Now the customer no longer waits in silence—the agent is connected before the customer answers.

The outbound dialer works natively in the RingCentral platform in both outbound and blended modes. We don't limit the type of dialing that makes sense for your business. Beyond predictive dialing, you can also do progressive, preview calling (timed or untimed), or agentless dialing.

Many vertical markets are embracing outbound as a targeted marketing strategy, including retail, healthcare, and collections. This increased adoption of outbound as a proactive communications solution enhances customer care and satisfaction in a multi-channel environment.

## Brief overview

Predictive dialing capabilities that prevent your customer from ever hearing a delay.

- Customers never wait in silence for an agent to start the call.
- Increased agent productivity and engagement.
- Select the dialing method that meets the need of your campaign; either game-changing, no pause predictive dialing, progressive, preview, or agentless.
- Great dialing performance while maintaining compliance with government regulations.
- Each campaign is uniquely customized through full-featured campaign management.
- Edit active calling lists by using Intelligent Call Suppression to ensure you are calling the most current available records.
- Offer pull-agent and priority-based blending methods.

Outbound calling as a marketing strategy is showing an increased adoption in markets such as retail, healthcare, and professional services. As a proactive communication solution, outbound calling enhances customer care and satisfaction in a multi-channel environment.

**Step 1**

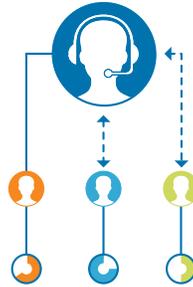
Dialer calls customers.



**Step 2**

**The customer never waits in silence.**

Agent monitors calls that are likely to become conversations while Call Progress Analysis is determining call results.



**Step 3**

Once the conversation begins, the agent is dedicated to the customer and other calls are moved to other agents.



## Outbound dialer solution

### Delivering flexible integration possibilities

Today's world of many diverse systems that use passive APIs for synchronization require customers to invest in expensive development efforts to synchronize between systems. RingCentral contact center integration enables customers to synchronize external systems easily and in a highly customized format, all without the need for expensive development. Using RingCentral's Studio scripting, building a customized synchronization experience is easy.

*For instance, you can set up contact center integration to "check out" records from Salesforce.com, use them for outbound dialing with the outbound dialer, update the record based on the call's outcome, and then "check it back in" to Salesforce. Connecting to almost any data source is supported, including in-house built CRMs, popular CRMs, and other contact center applications, such as billing and trouble-ticketing systems.*

Contact center integration gives outbound dialer users new control over the flow of data to and from third-party systems. It provides a series of actions and signal/events that allow users to customize the integration with their CRMs or other third-party systems.

# Intelligent Call Suppression

An additional benefit of outbound dialer is Intelligent Call Suppression, which lets users amend dialing lists uploaded for calling. The feature provides real-time dialing list adjustments based on customer actions, such as Do-Not-Call requests or payment actions taken, avoiding unnecessary and unwelcome dials.

Intelligent Call Suppression reviews the phone number being queued for dialing to see if it is located in the suppression database. If the record is found in the suppression database, the call is dispositioned as being suppressed, and the dialer moves on to the next record. If, for instance, a contact has called to make a payment, they'll be added to a suppression list, thereby withholding any outbound collection call contacts from being made on the account. The outbound dialer also integrates with third-party compliance and indemnification solutions such as Gryphon.

If you are looking to maximize productivity, increase customer experience, and ultimately increase ROI by having better list penetration and lower abandon rates, then your decision should be an easy one. Outbound dialer provides all of this along with the power of our platform and multi-channel Universal Queue.