

World-class outbound dialling

Callmedia Advance is the world-class outbound call management application from Callmedia, providing preview, progressive, and predictive dialling that is fully compliant with regulations – and gives you the performance you need.

Featuring advanced list management, and self-regulating operation, Callmedia Advance provides a dramatic increase in productivity for outbound calling. It can be fully integrated with your existing applications and systems, providing even greater productivity gains.

Controlling all aspects of outbound calling – call scheduling, call recycling, and user, list and team management - it enables you to manage multiple campaigns using preview, progressive or predictive dialling and integrates directly with your telephone system. As a result, users retain a single handset on their desks and can easily switch between outbound dialling and inbound call handling.

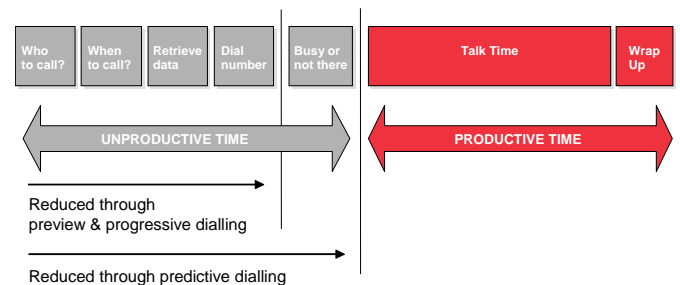
Key Features:

- World leading performance with compliance
- Automatic Pacing control
- Predictive, Progressive or Preview dialling in any mix
- Priority List Blending
- Campaign Segmentation and Prioritisation
- Sophisticated recycling plans for unconnected calls
- Full compliance with OFCOM and DMA dialling regulations
- Real-time and historical reporting
- Open standard-based reporting
- Simple and easy-to-use administration interface
- Blending with inbound calls, emails, SMS, web call-backs and web chat
- Integrated call scripting tool

Automating Outbound

Manually dialling calls can be a time-consuming process. Much effort is spent keeping track of who has already been called, when they requested a call back – and then when you do phone them, no-one answers, or you speak with the wrong person.

Callmedia Advance solves these problems by streamlining the outbound contact process to massively increase the productivity of outbound users. Automating the non-productive tasks leaves users to concentrate their efforts on talking to customers.



Which Outbound?

Callmedia Advance supports three modes of dialling – Predictive, Progressive and Preview:

Predictive Dialling

Not all calls get answered, so a predictive dialler can use its understanding of the dynamics of the campaign to calculate how many calls to make, ensuring agents are kept busy while all the time minimising the impact of nuisance calls

On a typical campaign Callmedia Advance achieves a per-user productivity of 45 minutes talk time per hour, whilst at the same time achieving an abandonment rate of less than 3%.

Because Callmedia Advance was designed and developed specifically for the UK market it is naturally compliant with OFCOM regulations for predictive diallers.

When to use Predictive Dialling

Predictive Dialling is of most practical use in a direct consumer environment. It is useful when there are large volumes of similar length calls to be made, and a relatively high rate of failure to connect. For example, business-to-business telemarketing, debt collection, and market research are typical applications.

Progressive Dialling

In Progressive dialling, the system automatically makes one call after another for each user. The call is launched automatically, and its progress is tracked. Because the system knows which calls were answered, engaged, number unobtainable, or no answer, it automatically recycles the call to be re-attempted later.

When to use Progressive Dialling

Progressive dialling can give great improvements in user talk time – typically 30 minutes talk time per hour - and is most appropriate for business-to-business calls, where connect rates are high.

Preview Dialling

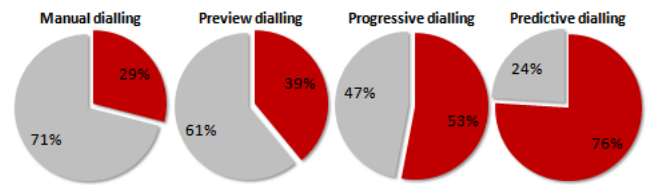
With preview dialling the user is presented with the details of the recipient of the call he or she is about to make. The user may then choose to make the call, or defer it by pressing a button. As with progressive dialling, the progress of the call is automatically tracked and calls are re-attempted automatically

When to use Preview Dialling

Preview Dialling works best for involved or complex calls, where preparation for the call is important, as the user has the ability to fully understand the data on the call recipient before the call is made.

Productivity Enhancements

The following table gives the typical performance improvements that can be expected using Callmedia Advance:



Automatic Pacing Control

Callmedia Advance is a self-regulating system which automatically paces the rate at which calls are made, significantly reducing the burden on management.

This means that Callmedia Advance provides a much lower total cost of ownership when compared to other systems. Callmedia Advance automatically calculates the optimum dial rate, reacting instantly as circumstances change to ensure the highest possible productivity within regulatory constraints. As a result, supervisors are freed up to manage the people handling calls, instead of constantly tuning the dialler’s performance.

Instant Apology for Abandoned Calls

When a call must be abandoned, Callmedia Advance can reserve an agent to call that person back – allowing an “instant apology” with no chance of another abandoned call. This protects the calling organisation’s brand, and ensures the person called has a better experience from an abandoned call.

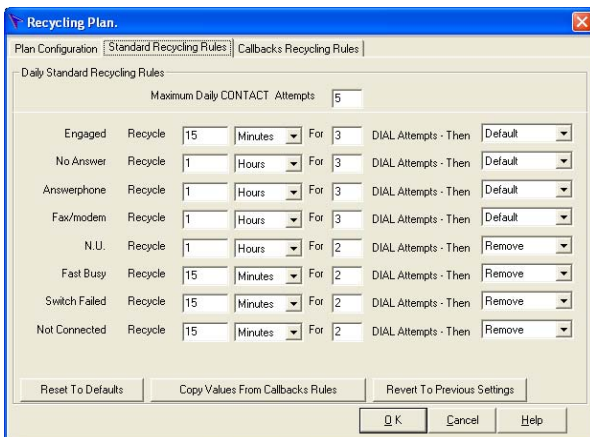
Multiple telephone number support

Callmedia Advance enables up to 5 telephone numbers to be imported for each contact.

Advanced Call Recycling Plans

Sophisticated call recycling plans can be created, enabling calls to be recycled differently towards the end of a campaign, enabling organisations to make the most of expensive data and achieve a greater penetration.

Customer-requested call-backs have their own, separate recycling rules, as these contacts are more likely to be successful.

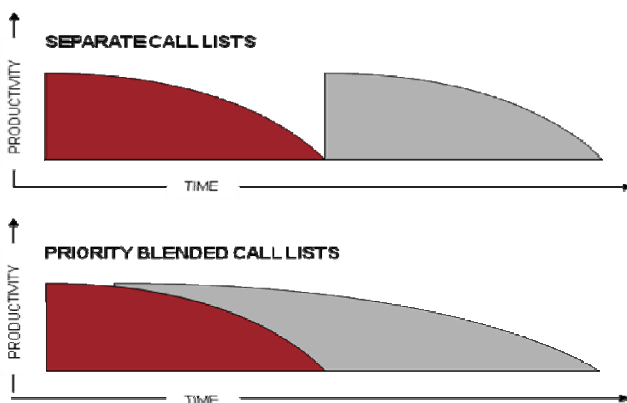


Priority List Blending

Each call list is assigned a priority. The calls from different lists are blended to each user, ensuring that calls from different lists are made in priority order.

Calls Lists for Campaign '60 Day Debtors'				
Description	Date	Creator	Team	Priority
60 Day Debtors #1	29/11/2005 16:48:00	Admin	Debt Collection	5

To maximise productivity at the end of the lifetime of a list, Callmedia Advance enables you to assign two lists to the same team, providing a smooth transition from one list to the other and ensuring that list penetration rates remain high without sacrificing overall productivity.



Campaign Segmentation and Prioritisation

Analytical tools built in to the system enable you to understand statistics like sales conversion rates for different customer segment. Several segments can be

defined for each campaign, based on business information such as income, town, age or anything else.

Once defined, each segment can automatically be prioritise over the rest of your calling list data so your staff make better targeted, more effective calls, increasing conversions and raising profits

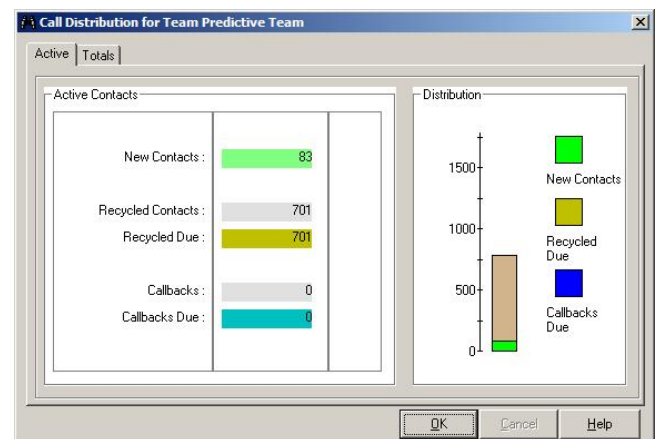
Call-backs

When a customer requests a call back, the user can set the call-back for a specific date or time.

If that user is not available when the call-back is due, Callmedia Advance can automatically re-assign the call-back to the team, or another user. Team leaders can manually view and reassign call-backs whenever they want.

Statistics and Reports

With over 3,500 standard reports generated from over 20 report templates, Callmedia Advance provides a wealth of information to supervisors and call centre managers.



All reports can be scheduled to be generated automatically. Each report can be printed, emailed, or published to a web-site.

Blending inbound and outbound calls

Callmedia Advance works with Callmedia Enterprise to provide a fully blended inbound/outbound and multi-channel contact centre. During busy periods the system automatically moves users from outbound work to temporarily handle the peak in incoming calls and then moves them back again when the surge in demand has passed.

As a result, the contact centre always makes optimum use of available resources to ensure that business needs are consistently achieved.

Part of the Callmedia Contact Centre Suite

Callmedia is a modular solution, so that you only need to buy the components you need.

Callmedia includes Call Scripting, as well as Callmedia Professional, which provides platform-independent Computer Telephony Integration (CTI) tools, ensuring that your investment in Callmedia is always protected.



System Capacities

Maximum Configured Users	1000
Maximum Concurrent Users	500
Maximum Campaigns	300
Maximum Teams	300
Maximum Reporting Groups	300
Maximum Result Codes	300
Maximum Result Codes per Campaign	30
Maximum Not Available Codes	20
Maximum Calling Lists	1024

Supported Telephone Systems:

- Avaya Communication Manager
- Cisco Call Manager
- Mitel 3300
- Avaya IP Office
- Avaya INDeX
- Spliceom maximiser
- Callmedia Gateway

OFCOM Regulations - Summary

In March 2006, OFCOM introduced stringent new regulations on predictive diallers. These are:

- Abandoned rate < 3% of live calls on each individual campaign over any 24 hour period, measured as a percentage of live connections ✓
- Informational message to be played, within 2 seconds of answer, containing: ✓
 - the identity of the company on whose behalf the call was made
 - details of a no charge (0800) or basic rate (0845) call-back number
 - no marketing content and is not used as an opportunity to market to the called person
- Unanswered calls must ring for a minimum of 15 seconds ✓
- No more than one abandoned call may be made to a number within 72 hrs ✓
- CLI must be presented, which if called back must not be charged at higher than National rate ✓
- Records to demonstrate compliance must be kept for a minimum of 6 months ✓