

Aspect® Campaign Optimizer™

The continual challenge that all outbound centers face is how to best maximize the efficiency and effectiveness of their business processes without adding new headcount. Success depends on people, processes, and applications all working together to improve contact success rates by targeting who to prioritize for calling.

The campaign optimization capabilities provided by Aspect® Campaign Optimizer™ enable contact centers to achieve high-yield collections, sales & telemarketing campaigns and power the Optimized Collections™, Streamlined Collections™ and Blended Interaction™ Unified Contact Center Applications to help increase right party contacts.

Aspect Campaign Optimizer is a sophisticated call optimization solution that helps you achieve the high levels of quality contacts you need in order to develop, execute and manage high-yield collections, sales and proactive customer care campaigns.

With its unique set of campaign optimization, filtering and exclusion capabilities, Aspect Campaign Optimizer works seamlessly with your predictive dialer to increase right party contacts and focus your contact efforts on the targeted customer segments you have identified. These capabilities enable you to increase revenue and contact center efficiency, improve decision making, optimize workforce and system resources and ensure business continuity and regulatory compliance.

Boost Contact Efficiency by Increasing Right Party Contacts

Patented algorithms within Aspect Campaign Optimizer track call result history over time to predict the best phone number and hour of day to place calls. It then creates an optimized calling strategy based on campaign objectives and prioritizes by user-defined criteria. The optimized accounts are fed to the predictive dialer for execution, dynamically adjusting record levels as agents log in. The entire process is automated and there is no sorting on the dialer required during optimization.

Increase Revenue Opportunities by Focusing Calling Efforts on the Highest Value Contacts

Aspect Campaign Optimizer helps you increase revenue opportunities by focusing your calling efforts on the highest value contacts using several key features:

- **SmartLearn Database™** helps determine when to call each account based on call result history tracked in this individual account history database that “learns” as your contact history builds.
- **Probability Plus™** calculates input probabilities based upon data returned from the dialer’s call results (No Answer, Busy, Right Party Contact, Wrong Party Contact, Answering Machine, Success - Promise or Sale, Manual and Unknown) for each phone number attempted.
- **Behavior Models™** are provided out-of-the-box as a standard data set based on the history of millions of call attempts. Working with the calling history from the SmartLearn Database, it helps determine the most likely time to achieve the calling objective for each attempt.



Highlights

- Boost contact efficiency by increasing right party contacts.
- Increase revenue opportunities by focusing calling efforts on the highest value contacts.
- Improve decision making using real-time and historical business intelligence.
- Optimize best practices, workforce and system resources.
- Create repeatable best practices with templates that automate call list strategies and processes.
- Reduce dialer resource requirements by removing the need for manual intervention.
- Minimize risks with a disaster recovery infrastructure.
- Ensure regulatory compliance.



- **Priority Parameters™** prioritize call attempts using any individual account information that is available in the record and downloaded to the dialer or stored in Aspect Campaign Optimizer, so you can prioritize the most valuable accounts into their best times to call.

Improve Decision Making Using Real-Time and Historical Business Intelligence

Intraday change is a constant in contact centers. The sophisticated tools within Aspect® Campaign Optimizer™ continually analyze your calling and staffing patterns and rapidly adjusts based on the intelligence gathered. This is done primarily by:

- **Continuous Optimization™** tracks the progress of optimized campaigns and initiates a re-optimization when changes occur that affect campaign progress.
- **Intelligent Number Rotation™** tracks probability of up to five phone numbers per account as well as by category type, using history from the SmartLearn Database to develop future dialing schedules.
- **Adaptive Scheduler™** automatically considers the staffing projected over the entire calling day including both multiple campaigns and passes through a list over key time periods, and schedules the appropriate records to keep staff busy and optimize campaign objectives.

Optimize Best Practices, Workforce and System Resources

Aspect Campaign Optimizer optimizes your workforce and system resources by creating repeatable best practices with templates that automate call list strategies and processes and synchronization of workforce staffing information.

Using its automated workflows and strategies, Aspect Campaign Optimizer leverages your agent talent pool by quickly and efficiently moving records to the next step of the interaction lifecycle.

In addition, PerformanceEdge® enables optimized outbound and blended staff schedules and intraday staffing changes from Aspect® eWorkforce Management™ to automatically build campaigns. Intraday staff changes are dynamically managed to enable campaigns to be re-optimized based on staff availability to meet campaign goals.

Minimize Risks with a Disaster Recovery Infrastructure

The Aspect Campaign Optimizer disaster recovery infrastructure minimizes your risk of contact center down time, synchronizing, reconciling and resuming interrupted campaigns in a matter of minutes and eliminating idle-time associated with intraday list changes.

Ensure Regulatory Compliance

With its sophisticated campaign management and list checking capabilities, Aspect Campaign Optimizer lets you easily abide by regulatory compliance laws, such as Do Not Call requests to ensure your campaigns are targeted to receptive clients. Template based campaign and strategy development with unlimited filtering and exclusion rules standardize and automate this process.

Aspect Campaign Optimizer provides sophisticated campaign strategy management tools to help prioritize your most valuable accounts into their best times to call

About Aspect

Aspect provides software and consulting services that turn the potential of Microsoft unified communications into real business results across the enterprise and in the contact center. Applying 35 years of insight and experience, Aspect helps more than two-thirds of the FORTUNE Global 100, as well as small and medium enterprises, power their business processes with communications. For more information, visit www.aspect.com.

PerformanceEdge® Group

The PerformanceEdge Group is a dedicated resource within the Aspect organization that is comprised of contact center performance professionals with technical, process and application subject matter expertise.

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