

Aspect® Enterprise Campaign Manager™

In recent years, contact centers have deployed a multitude of systems and technologies to manage their sales, collections and proactive customer care operations. As a result, many of today's outbound and blended centers have multiple technology platforms consisting of various dialers, numerous software solutions, disparate data hosts and costly legacy systems.

Aspect Enterprise Campaign Management integrates with your existing platforms and enables you to centralize and strategically focus your outbound and blended campaign efforts to realize high-yield campaign results. These capabilities power the Optimized Collections™, Streamlined Collections™ and Blended Interaction™ Unified Contact Center Applications providing call optimization capabilities for managing enterprise-wide contact strategies.

Aspect Enterprise Campaign Manager provides centralized campaign strategy management that helps strategically focus your outbound and blended campaign efforts to realize high-yield campaign results. These capabilities help contact centers increase campaign results using centralized administration, lists and campaign strategies to develop, execute and manage outbound activities across global operations, and make rapid, fully-informed decisions based on dynamic business intelligence and enterprise-wide reporting.

Maximize Campaign Performance While Reducing Costs with Centralized Campaign Management

Aspect Enterprise Campaign Manager integrates with multiple technology components – such as predictive dialers and host systems – to provide an enterprise-wide view, real-time monitoring, adaptability and centralized control. From a single, secure environment, you can create, edit and distribute multiple lists and campaigns in real-time across your enterprise—regardless of where your agents, computer, telephony resources, data or campaign strategies are located.

For contact center outsourcers managing outbound campaigns for multiple clients, Aspect Enterprise Campaign Manager offers multi-tenancy. Virtually all resources can be split among tenants so that no elements are shared between any two at a given time.

Improve Decision-Making Ability with Enterprise-Wide Business Intelligence

Integrating Aspect® Enterprise Campaign Manager™ with the systems across your contact center enables you to make critical customer, campaign and contact-level data more readily available to your managers. Housing this information in one central location dramatically simplifies enterprise wide analysis and reporting so that critical information can be more quickly and easily delivered to your decision-makers. And, this type of dynamic intelligence allows you to continuously fine-tune your enterprise-wide campaign strategies and ensure the best possible business results.



Highlights

- Maximize campaign performance with centralized campaign management.
- Improve decision-making using enterprise wide business intelligence.
- Enhance contact efficiency with increased right party contacts.
- Increase agent productivity by delivering high quality connections.
- Ensure business continuity to minimize risks.
- Increase revenues with powerful call optimization capabilities.
- Synchronize optimal calling plans with intraday staff availability via Aspect eWorkforce Management integration.
- Reduce operating costs using automated load balancing and workflows.



Enhance Contact Efficiency and Effectiveness with Increased Right Party Contacts

Working in conjunction with the Best-Time-To-Call capabilities of Aspect® Campaign Optimizer™, Aspect Enterprise Campaign Manager can initiate phone calls to customers and prospects at the times and places they are most likely to be reached.

Aspect Campaign Optimizer tracks call result history over time and factors in this information to determine the best time of day and phone number to contact your customers. It then creates a calling strategy that is optimized according to your campaign objectives and prioritized by your specified criteria.

Increase Agent Productivity by Delivering High Quality Connections

Using sophisticated filtering and exclusion capabilities, Aspect Enterprise Campaign Manager delivers focused campaigns to ensure agents are consistently working the highest value records, improving quality of contacts and yielding higher success rates. It minimizes agent idle time by reducing unnecessary dialing with dynamic exclusions, maximizes contact rates with automated and dynamic record feeds and leverages automated workflows that take records to the next step throughout the sales or collections life cycle.

Optimize Best Practices and Utilization of Workforce and System Resources

To ensure you'll have the right number of agents, with the right skills available at all times to handle the optimized outbound campaigns that are generated, PerformanceEdge® enables outbound and blended staff schedules and intraday staffing changes from Aspect® eWorkforce Management™ to be automatically fed into Aspect Enterprise Campaign manager. These intraday staff changes are dynamically managed to enable campaigns to be re-optimized based on the new staff availability, so you can effectively meet your campaign goals.

Ensure Business Continuity to Minimize Risks

Aspect Enterprise Campaign Manager helps assure business continuity and protects your highly-sensitive customer data. It provides a centralized secure server, optional redundant systems and the ability to re-route records in real time across geographically dispersed contact centers in order to minimize down time and reduce idle time associated with list changes and predictive dialer outages.

Aspect Enterprise Campaign Manager provides sophisticated enterprise campaign strategy management tools to help optimize your campaign efforts.

Parameter	Sort Type	Weight	High Priority	High Priority Weight
AttemptsSinceLastContact	Hi->Lo (selected) Lo->Hi Peak	0		0
DaysSinceLastAttempt	Hi->Lo (selected) Lo->Hi Peak	0		0
DaysSinceLastContact	Hi->Lo (selected) Lo->Hi Peak	0		0
TotalAttempts	Hi->Lo (selected) Lo->Hi Peak	0		0
TotalContacts	Hi->Lo (selected) Lo->Hi Peak	0		0
cscore	Hi->Lo (selected) Lo->Hi Peak	0		0
orig_list_name	Hi->Lo (selected) Lo->Hi Peak	0		0

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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About Aspect

Aspect provides software and consulting services that turn the potential of 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.

