

iceCampaign

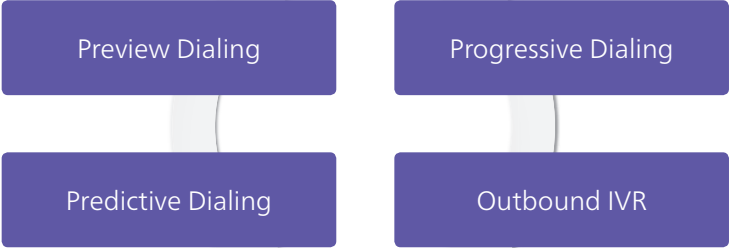
Generate revenue, optimize agent efficiency, and proactively communicate with contacts to transform your outbound customer experience strategies



PRODUCT

Organizations can no longer afford to wait for customers to call in and request information. They need to anticipate customers' needs and keep them updated and informed. iceCampaign is a versatile tool to manage all your outbound contact center calling.

Deliver cost-effective outbound campaigns in any industry, be it for lead generation, promotions, collections, surveys/outreach, customer loyalty, win backs, cross-selling, or upselling. Make calls to your contact lists and automatically adjusts dialing pace according to user availability.



Benefits

- ✓ **Maximize** user talk time and productivity with Advanced Dialing Modes
- ✓ **Automate** campaigns without compromising service
- ✓ **Eliminate** dialing errors with click-to-call
- ✓ **Save** agent time by sending prerecorded mass messages
- ✓ **Manage** multiple campaigns on one platform
- ✓ **Integrate** with third party and legacy databases
- ✓ **Customize** campaigns to your evolving business needs
- ✓ **Generate** additional revenue with proactive sales outreach



iceCampaign is customizable, saves user and administrative time, increases productivity, and ensures leads are not lost in the shuffle.

iceCampaign supports customizable HTML scripts and has comprehensive reporting to optimize productivity. An import wizard easily incorporates dialing lists, scripts, and phone numbers.

The screenshot displays the 'CAMPAIGN INFO' section with three tabs: 'PREVIEW' (selected), 'PROGRESSIVE', and 'PREDICTIVE'. Below the tabs is a table listing campaign items:

NAME	NUMBER OF PROSPECTS
✓ Renewal notice	1,022
Payment reminders	1,521
Upgrade eligibility	2,333
✓ Customer win back	221

At the bottom of the campaign info section, there are buttons for 'UNSUBSCRIBE ALL' and 'SUBSCRIBE ALL'. Below this is the 'PROSPECT CARD' for a prospect named Martin Smith. The card includes fields for title, first name, last name, telephone, call back time, call attempts, address, last handling agent ID, comments, website, and a custom field.

Features

- ✓ Support for multiple Advanced Dialing Modes: Preview, Progressive, Predictive, and Outbound IVR
- ✓ Blended inbound and outbound users
- ✓ Filter out incomplete phone numbers
- ✓ Customizable prospect cards containing valuable customer information
- ✓ Import prospect lists, move them from another campaign, or add prospects manually
- ✓ Easily create inbound and outbound campaigns using a simple form
- ✓ Display information and notes from the previous user
- ✓ Option to schedule callback, automatically reschedule busy or no answer calls, and set the number of dial attempts
- ✓ Display remaining contacts in the campaign in real time
- ✓ Build your own scripts
- ✓ Standard and custom reports
- ✓ Schedule calls based on holidays, time of day, and day of week
- ✓ Open web service for interacting with other applications

Applications

- ✓ Appointment confirmations
- ✓ Card fraud alerts
- ✓ Customer surveys
- ✓ Customer win back
- ✓ New customer engagement
- ✓ Order confirmations
- ✓ Outage status
- ✓ Payment reminders
- ✓ Quote follow-up
- ✓ Renewal notice
- ✓ Replenish repaid cards
- ✓ Sales alerts
- ✓ Telemarketing
- ✓ Upgrade eligibility



4 Advanced Dialing Modes

Depending on your contact center needs, iceCampaign provides access to four different campaign types: Preview, Progressive, Predictive, and Outbound IVR. Within this module, you can configure outbound campaigns and add and manage users and lists.

Preview dialing

Allow users to retrieve the next prospect in a campaign, view details about the prospect, and then click-to-call. Preview dialing decreases dialing errors and increases productivity. Users control the rate at which calls are placed.

- Prospect information is automatically displayed in the iceCampaign application window and the script frame will launch any customized script defined for the prospect's campaign
- The user does not need to enter the telephone number but may change it if required
- The user hears the call progress and is immediately connected to live answer prospects

Progressive dialing

Automatically initiate a call on behalf of a user whose state in iceBar is 'Ready' and who has subscribed to one or more campaigns. Users can review the prospect's record while iceCampaign dials.

- Prospect information is automatically displayed in the iceCampaign application window
- The script frame will launch any customized script defined for the prospect's campaign
- Users will automatically have their iceBar status set to 'Not Ready' as soon as the call is placed by iceCampaign
- A call is automatically placed to the next prospect
- The user hears the call progress and is immediately connected to live answer prospects

Predictive dialing

Automatically call a list of telephone numbers in sequence and screen out no-answers, busy signals, answering machines, and disconnected numbers. When ice gets a live answer, iceCampaign connects the user to the call. A self-adaptive algorithm keeps users occupied while ensuring live answer prospects are answered quickly.

- Prospect information is automatically displayed in the iceCampaign application window when the call is connected
- The script frame will launch any customized script defined for the prospect's campaign

Outbound IVR

Deliver automated outbound communications that simply plays a message and disconnects or plays IVR prompts where prospects can interact with menus.

- Callers can zero out to speak with a user
- Personalize the messages for each recipient

Blended users

Blended users can handle both inbound and outbound communications to easily handle fluctuating call volumes throughout the day. Automatically switch users between inbound and outbound calls without the need for manual intervention. When call volumes are low, users handle outbound calls to ensure they have an even workload throughout the day, all with the same contact handling tool.



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About Us

ComputerTalk is the developer of ice Contact Center. ice modernizes the call center with business application integrations, AI, and analytics across all communication channels, helping organizations deliver outstanding customer experiences. As a Microsoft Teams native contact center solution, ice allows users to handle all interactions within a single interface. Founded in 1987 and headquartered in Markham, Canada, ComputerTalk powers enterprise-class contact centers for organizations across the globe.

For more information, visit us at computer-talk.com.



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