



mpl systems

MPL intelligentCampaigns ~ complete call blending solutions

iCampaigns, part of the intelligentContact portfolio, has been designed to improve campaign management and agent productivity for those organisations whose contact centre agents perform a blend of sales, service and marketing activity on both an inbound and outbound basis.

iCampaigns allows a closed loop marketing approach to be taken for a variety of campaigns within just one single application. By bringing together data imports and scheduling resources and presenting the resulting agent tasks and functions on the agent desktop, campaigns are easily and effectively executed, thereby maximising agent time, skills and knowledge.

Campaign flexibility

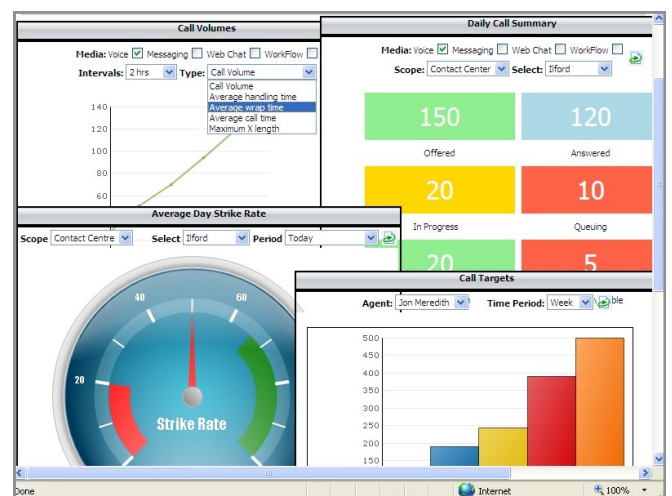
iCampaigns offers unrivalled flexibility for managing the contact process and maximising lead success. Once the required contact data has been extracted from the relevant database additional Create, Update and Delete functions can be used to continually manage changes. Campaign rules can then be configured to include price lists, special offers, products, services and customer calling priorities. During the campaign execution, customers can be called at pre-arranged times or as the next sequential action or when an appropriately skilled agent becomes available. Once successful contact has been made, the outcome – whether that is an appointment, sale, brochure request, call back request - will be automatically placed in the resource calendar. Since all outcomes and planned activity is held centrally, all tasks and appointments for agents, field sales staff, partners etc can be intelligently scheduled according to skills, area, routes and specialist knowledge.

The campaign manager can choose from a wide range of real time management information charts that can be arranged into dashboards and displayed as required. This allows the manager to track the overall success of the campaign, target products or individual agent performance. This information can then be used to change campaign priorities and to continuously improve the effectiveness of the campaign.

Increasing campaign effectiveness

iCampaigns increases the effectiveness of your campaigns by blending agent activity:

- The desktop application is improved to reduce call handling time and eliminate wrap up
- Appointments are made for field sales teams, optimising their schedule and route;
- Automates the blending of inbound and outbound calling;
- Enables campaign management, giving improved targeting leading to higher strike rates;
- Provides an easy integration platform for Microsoft Outlook Calendar, Siebel CRM and AS400 applications;
- Provides integrated management dashboards and reports.



iCampaigns offers a range of visual reporting tools making management information easy to review

Blending contact, maximising efficiency

Operating a contact centre to its maximum potential requires the careful management of different priorities and contact media. iCampaigns' flexibility comes from the unique capability of iContact to manage and prioritise all mainstream media types in a single universal queue as well as balancing inbound and outbound communications.

- **Multimedia Sequential Outbound** (managing a calling campaign driven from a prioritised list of contacts with no appointments)
- **Multimedia Scheduled Outbound** (managing a diary of outbound call appointments from individual agents to specific customers)
- **Multimedia Inbound** (Queuing communications and delivering them to the longest idle skilled agent).

Typically, these contact types are prioritised by placing all scheduled outbound calls at the front of the queue and all sequential calls at the back of the queue. This drives maximum customer satisfaction whilst ensuring all available agents are busy whenever possible. It is possible to change the relative priority of these contact types or just use one of the marketing approaches. Scheduled outbound calls will be prioritised above sequential calls; sequential calls will be presented in the order of their own priority set during the campaign building.

Agents can set appointments to call specific contacts at requested times and these 'appointments' can be blended into the universal queue. Inbound calls can also be queued and delivered to agents as they become available. All events are controlled in a single queue for easy management and reporting. Skillsbased routing is used to pass the contact to the appropriate agents.

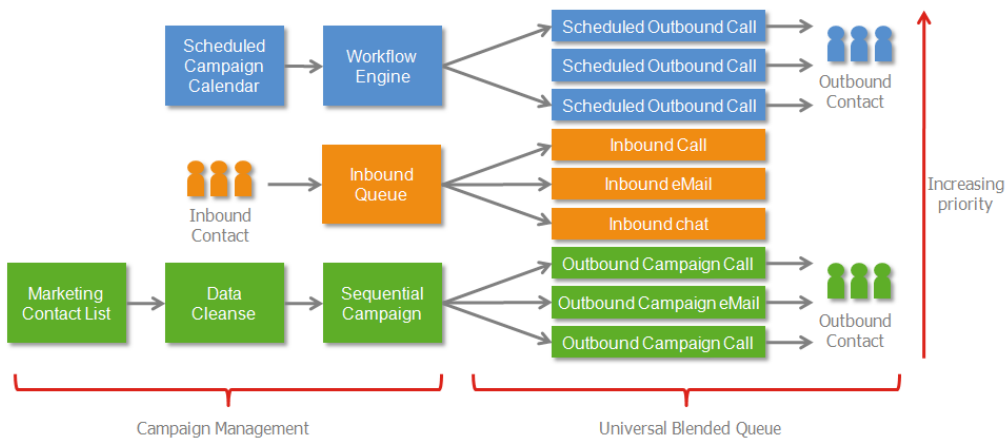
Multiple campaign management

iCampaigns allows multiple campaigns to be managed at the same time. Each campaign can be given a priority and allocated to specific agents based on their skills. Scheduled outbound calls are driven by appointments that are set resource calendar, using actual resources available at the appropriate times. These scheduled calls can be assigned to specific agents or teams.

In sequential campaigns, lists of contacts are imported and, if required, each contact record can be given a priority so specific groups of contacts can be targeted based on the promotion, competitive landscape or previous successful groups.

The diagram shows how blended marketing campaigns can be managed. Traditional telemarketing or "Outbound Sequential Campaigns" are driven using a marketing contact list which can be de-duped and appended to existing information within the campaign.

intelligentCampaigns makes blending contact across your agents simple and easy to manage



About mplsystems

mplsystems provides multi-channel contact centre technology, customer experience software and mobile field service technology for sales, service and mobile workforce operations. With over 15 years of contact centre practitioner experience, mplsystems now works with more than a thousand clients globally in the financial services, facilities management, retail, healthcare and leisure sectors, enabling them to gain a competitive edge by extending customer contact throughout the organisation and automating business processes around a single client view. Parent company, Message Pad Ltd (established in 1994), provides the UK based contact centre infrastructure which ensures business continuity, security and resilience for all clients, as well as outsourcing services to optimise contact handling capacity.



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