



## Product Brief

### Nortel Contact Center — Outbound

#### Creating Customer Loyalty with a Proactive Contact Center

Your contact center is one of your business's most powerful tools for creating customer loyalty. But your customer base is nothing more than someone else's potential customers unless you take the time to treat them like the asset that they are. In fact, customers are your company's most important asset. You have invested in getting them, and now you must invest to assure their continued business.

Now Nortel offers you proactive outbound calling capabilities with powerful management and administrative functions. Outbound capability can include call-me-back requests, calling programs to generate cross selling or customer satisfaction surveys. However you choose to utilize an outbound capability, it is no longer a simple choice, it is an important defensive play.

#### Outbound Campaign Overview

With Nortel Contact Center — Outbound (CCO), administrators in a contact center can create, manage, and monitor outgoing telephone campaigns such as customer surveys or advertising promotions. A maximum of 20 simultaneous campaigns with 5000 calls for each campaign can be created. These campaigns can present calls to the agent in one of two ways, preview or progressive outbound dialing modes.

In **preview mode** the agent is presented with a customer record prior to the call being placed. This method affords time to

prepare and review before being connected to the customer. With preview mode, the agent controls when the call is placed and has the option to skip the call.

In **progressive mode**, when a contact is presented, the system dials the call immediately or with a programmed delay. With progressive mode, the pace of the campaign is controlled by the manager and the agent cannot skip the call.

#### Seamless Integration

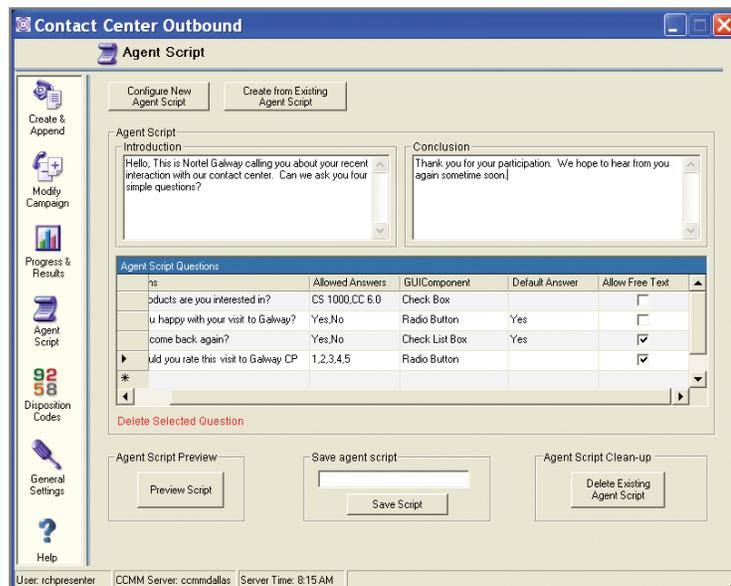
What's more, outbound capabilities seamlessly integrate into the Nortel Contact Center for the blended operation you need to improve agent productivity and management control. Because Nortel uses Skill Based Routing (SBR), outbound calls are assigned to agent skill groups (queues) with selected priorities just like any other routed contact. What's more, all contact types including outbound calls

with scripts and data collection fields are presented on the same desktop client. The agent experiences a simple elegance of design that improves efficiency and reduces the mundane efforts of moving between interfaces.

#### Building Outbound Campaigns

**Nortel Contact Center — Outbound** includes the Outbound Campaign Management Tool which performs two important functions; creating the script, and creating the campaign.

Creating the outbound script for the agent is accomplished in three simple steps. First, the administrator composes an appropriate introduction, then the questions along with the data collection fields are created, and finally a conclusion is added to wrap up the customer interaction. A completed script can be easily previewed prior to actual use.



Up to a maximum of 20 questions per script can be configured. The data fields are collected via optional graphical place holders such as Radio buttons, Check List boxes, Check boxes and Combo boxes. There is an option for free form text responses and default answer responses with each question.

Creating the actual campaign associated with the script includes selecting options that control the operation like; timing and duration, the skill group that will be presented with the call, and how the outbound dialing will be done. It is a simple, straightforward process your administrative staff can execute with ease.

The “Create and Append” screen below is a good example of how to actually create

and configure the outbound campaign. Here you can connect to a script, assign the outbound calls to a skillset, and select disposition codes to use when a call is completed. These features represent just a fraction of the powerful options available to the outbound campaign administrator.

### Who To Call

The call list for an outbound campaign can be generated with new contacts, contacts imported from a text file, from an existing campaign, or from an ODBC database. Before starting the campaign, the administrator can review the call list to make changes and check for duplicate calls or for do-not-call numbers.

### Managing Campaigns

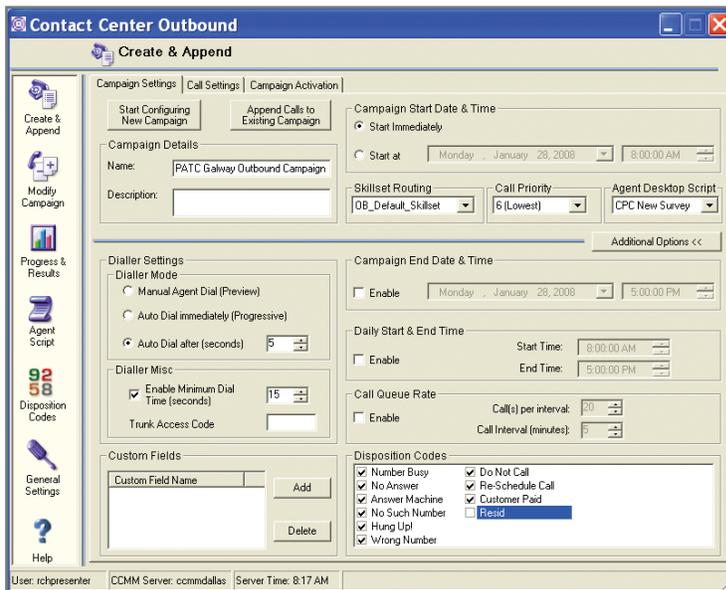
At any time, the contact center supervisor or administrator can view the campaign progress and results using the Outbound Campaign Management Tool. The progress of the campaign can be reported in various ways. For example; the number of calls that are waiting, new, opened, and closed, as well as what portion of the campaign that has been accomplished and what are the disposition of the calls.

Once the campaign has been completed, all the data can then be exported for future use, integration into other data bases or displayed through external reporting tools.

### Summary of the Nortel Contact Center Outbound Capability

Powerful inbound and outbound calling capabilities are fully blended into the Nortel Contact Center, including the complete integration of reporting and management. A new Outbound Campaign Management tool creates, monitors and manages all of your outbound initiatives.

So whether you're starting a new center or looking to blend outbound customer campaigns into your existing Nortel Contact Center, you can create even more value from your contact center by treating your customers like the assets they truly are with Nortel Contact Center — Outbound.



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For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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