

# PureCT™ Server SimpleDial

Get serious about cutting your  
outbound costs !



PureCT SimpleDial will payback by:

- R**educing your operational costs,
- O**pening up more sales channels,
- I**mproving your completion rate,

PureCT SimpleDial will transform your operation by:

- E**nergising your agents,
- C**ontrolling your outbound operation
- P**roducing outstanding and quantifiable results.

# PureCT™ SimpleDial Features



## PureCT™ Server

- SimpleDial
- Callbacks Q4U
- Abandon Call Monitor
- Desktop Dialer
- Visual Call Waiting
- Data Based Routing
- Screen Pop
- Soft Phone
- Simple IVR

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PureCT is a comprehensive and flexible solution for inbound, outbound and blended call centers. The modular design enables PureCT to meet your current needs, with the ability to meet your future business needs by simply adding or enabling additional modules

PureCT's capabilities range from sophisticated dialing and session management for the outbound center, to robust inbound tools which enhanced your call center platform and offer superior customer service.

CT-Solutions designs and develops products with a single purpose, the continuous improvement of your call center performance. Whether your call center operates in an outbound, inbound, or blended mode, PureCT from CT-Solutions is designed to improve the productivity and quality of your agents, reduce costs and provide the clear information you need to manage the growth of your business.

Our products are based on industry standard platforms to insure ease of implementation and long term supportability, the key to a positive return on your investment. This industry standard approach allows our solutions to integrate seamlessly with other applications, which are critical to your business. This approach also enables us to provide both timely and cost effective service and support.

**Call Blending** – Matching workload to staffing levels is easier with call blending. Agents can be assigned to inbound activities and outbound campaigns simultaneously without the risk of negatively affecting service levels. Blending occurs automatically based on the inbound call volume and your outbound objectives.

**Progressive, and Preview Dialing** – The agents' screens display the outbound account information and script when they disconnect from the previous call; the system initiates that call immediately. This mode of operation is less stressful on the agent and provides a brief pause between calls which in turn leads to less staff turnover.

**Campaign Management** – SimpleDial simplifies the process of managing multiple campaigns. From a single vantage point, managers can establish, configure, and monitor multiple campaigns. Managers can monitor the results of multiple campaigns from a single management station and make changes as needed on the fly to optimize opportunities.

**Database Connectivity** – SimpleDial is ODBC (*Open Database Connectivity*) compliant enabling you to connect to other ODBC compliant databases. Through this connection, data can easily be imported or exported to the SimpleDial database

**Recycling Strategies** – SimpleDial will automatically manage record recycling based on your operational or campaign requirements. There is no need to stop operations to re-load or re-process data. Modifications to recycling requirements can be implemented at any time to optimize database performance.

**Scripting** – Maintain high performance standards with easy-to-implement customized scripting. You can easily build a workflow process to help agents effectively deliver your message, your way. For optimal performance, rebuttal keys and hints can easily be included to guide your agents to a high degree of success. SimpleDial allows you to create a separate call script for each campaign. The script can be as simple as some text reminders for the agents while on a call. Or it can be as complex as a whole set of linked web pages with calculators and links to any web pages or applications in your intranet or on the internet in general. You can create a SimpleDial call script using any web page designer. This means that you can even use applications, like MS Word, that allow "Save as HTML" or "Save as Web Page".

**Scheduled Callbacks** – SimpleDial manages pre-determined callback appointments to maximize the sales or service opportunity. Agents can establish a date and time specific appointment for a follow-up call. SimpleDial will automatically insert the callback record for the agent at the designated date and time ensuring a professional image with the prospect or client. Managers can review pre-scheduled callback appointments to ensure optimal performance.

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