

Simple**D**ial

Make LOTS more sales

COLLECTIONS

SALES

MARKETING

SimpleDial

will **OPEN UP** more

sales channels; **IMPROVE** your completion rate; **ENERGISE** your agents; **CONTROL** your outbound operations and **PRODUCE** outstanding and quantifiable results.

automate and

Through a combination of the SimpleDial system, our world-class professional services, our experienced project managers and the strength of our local support and distribution, we will transform your customer calling operations into an efficient, cost effective, results oriented and successful unit.



**SimpleDial will
increase talk time by
50 to 300%**

You know that a lot of time is wasted in your outbound calling operation on shuffling paper, manually dialling calls, dealing with no-answers and busies, trying to schedule call-backs. Not only is time wasted but also agents become frustrated at not being able to concentrate on talking to customers and getting results. Removing the repetitive tasks from agents is a proven way of decreasing staff turnover.

SimpleDial is the answer !

You know that there must be a better way to manage and monitor the multiple types of calling campaigns you would like to run. You know that there must be metrics that will pinpoint other inefficiencies in the operation. You would just love to be able to see in real time how each campaign is going, what adjustment should be made, when the next campaign needs to be prepared.

HIGHLIGHTS

- > *The preferred choice for guaranteed compatibility with your Nortel Networks Meridian PBX or Symposium Call Centre.*
- > *50 - 300% agent productivity improvements by automatically dialling the calls and detecting busy and no-answer.*
- > *Complete campaign and agent reports to ensure profitability.*
- > *Ultra reliable software-only solution.*
- > *Integrates with any CRM or database - outbound screen pop !*

manage calling campaigns

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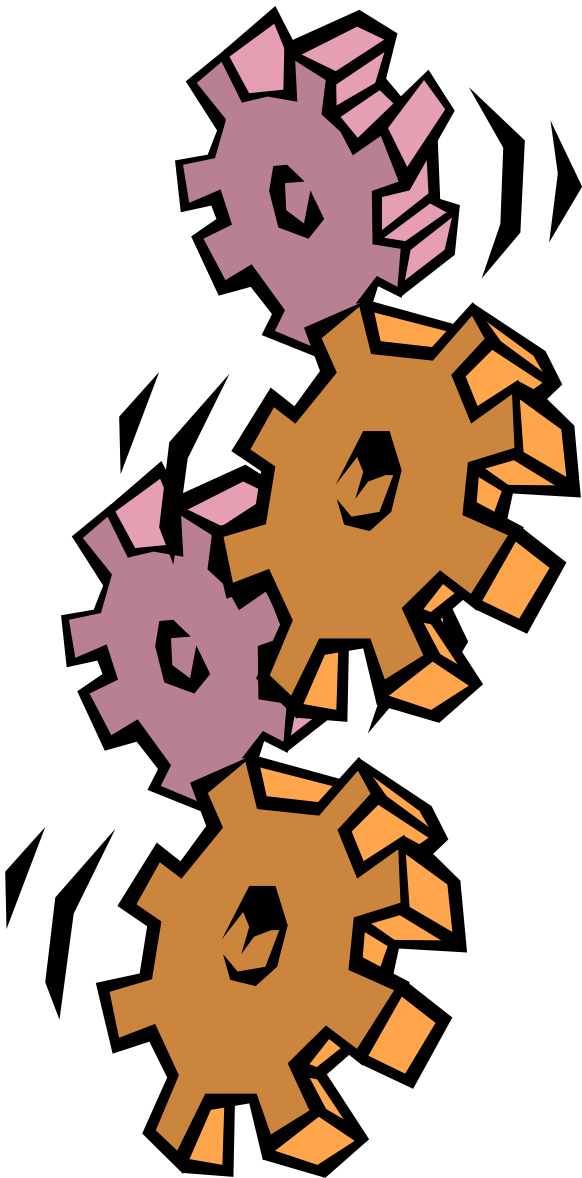
efficiency you

SimpleDial automates the whole outbound calling process. The application communicates with any database or CRM for the raw contact data and organises the data into campaigns that make sense to your business. You can top up campaigns at any time, move contacts between campaigns or create a new campaign for every day. You can split your campaigns between agents based on expertise such as language or product. You can filter contacts based on do-not-call lists, customers in a sales campaign with open trouble tickets or customers in a collections campaign who have just paid.

When it comes to creating call guides for your agents to use during the campaign all you need is Web page design expertise. However, part of our service is to get you firmly started with all the call guides you will need for the foreseeable future. For future needs, we provide full training or you can leave the campaign design to one of our professionals.

Agents can be assigned to work on only one campaign or can be allowed to choose a campaign to work on from a list. Once an agent starts to work on a campaign, the progressive dial algorithm means that agents are given some time to preview the contact details whereupon the dialling and detection of busy, rejected numbers and no answers is totally automatic.

Call-back scheduling is automatic for busy and no answer. Personal call-backs can be scheduled with an agent alert shortly before the due time.



"Agents view automation as a way of eliminating tedium and getting more results in the working day. SimpleDial gives you the reports to fully appreciate this."

can measure

comprehensive reports

Report	Sample field titles
Campaign Performance	Campaign, % complete, Call rate, Estimated finish time
Agent Performance	Agent, Supervisor, Group, Campaign, Talk time, Preview time, Post call time, Logged in time, Short calls, Busy calls, Personal call-backs, Campaign call-backs
Per contact report or Call-by-call report	Time stamp, Event (assigned, dialled, call result, call-back time), agent, campaign

We will make sure you have exactly the reports you need, tailored to the needs of your business.

As a company with decades of call centre experience, we understand that reports are the lifeblood that enables an outbound operation to perform at its best. Without the proper reports you are working in the dark and quality and efficiency suffer.

SimpleDial includes a comprehensive suite of reports. These reports will help you with staffing, planing, rewarding, designing quality campaigns, improving quality and ironing out inefficiencies.

As well as agent level statistics, you can get campaign, group or total statistics and even down to individual contact level. The reports detail time spent in each state of the call as well as number of each call type and completion statistics. You can even get a call-by-call report that will detail every state change on every call. Reports can be generated over any period from a minute to a year.

Part of the SimpleDial offering is that our consultants will specify and create reports for you that meet your specific needs, either based on the standard reports or new report designs for your business. Whether your requirement is for simple, efficient reports or consolidated reports that take data from multiple sources, our professionals will deliver. Alternatively, you can create your own reports using any report writer.

SimpleDial is, "quite simply, the

BEST PRICE PERFORMANCE outbound system on the market today". This is because SimpleDial is a software only solution yet has all the advanced features you need.

reliability and features

Fulfilment features

You can put buttons or checkboxes on the call guide which will cause a letter, fax or email to be sent to the contact. The agent can click this during the call and then move onto the next call.

Call blending

While an agent is working on a campaign, SimpleDial ensures they receive no incoming call. Once the agent is finished, they are put back into the inbound call queue.

DESIGNED FOR CUSTOMISATION

SimpleDial has been designed from the ground up to be customisable to your specific needs. If you have requirements not currently addressed by SimpleDial's standard feature set then we will be happy to include these in a quotation, which will include support of these features forever. You will be pleasantly surprised at the low cost for custom features !

Real-time displays

Supervisors can monitor campaign performance and individual agent status and performance on the real time display. These displays can be thermometers, giant text or tables and include alerts for exceeding thresholds.

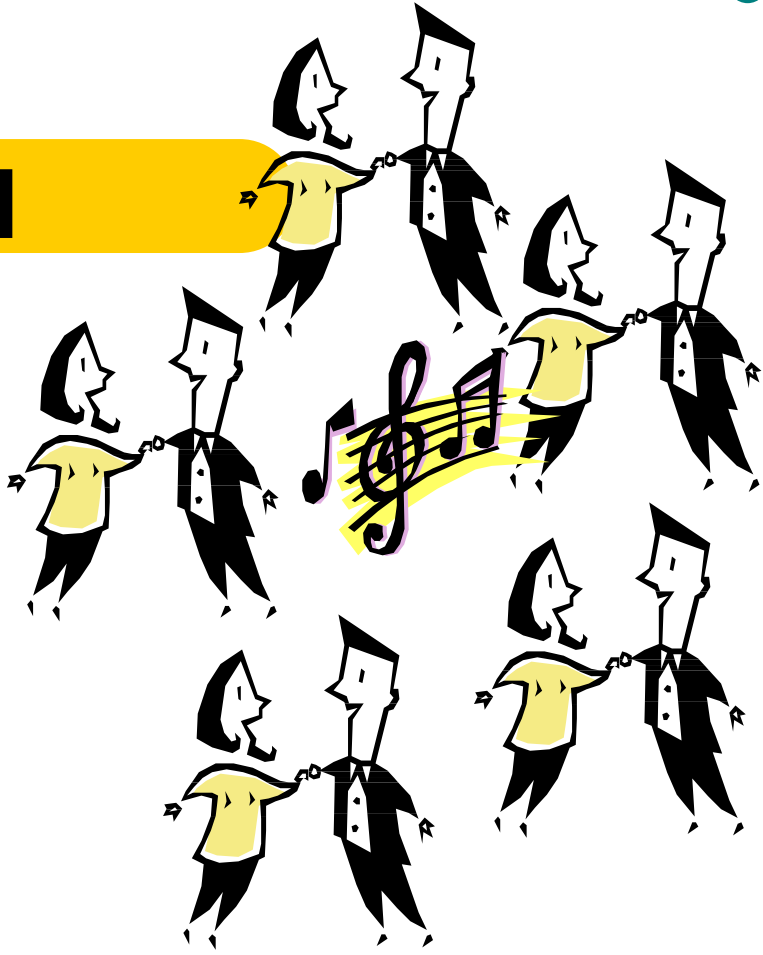
Call-back management

SimpleDial automatically sets up a call-back for numbers that were busy or no answer. Once on a call, agents can set up a personal call-back with a contact. Agents are reminded of the call-back shortly before it is due. If an agent is absent, their call-backs can be assigned to another agent.

INTEGRATION

It is imperative for the smooth operation of your business that all systems work together in perfect harmony. As one of our core competencies is systems integration, we designed SimpleDial as an open system that integrates easily with any CRM, database, or other business system. Integration made possible by this approach include: extracting lists directly from the data source, screen pop on answer of a customer record on your host system and upload of all or part of the campaign results to any data source.

SimpleDial includes special integration features with your Nortel Networks Call Centre that make cross-system reporting and administration simpler and allow blending of inbound and outbound calls.



mean quality

Progressive dial

With full progressive dial, the agent need not intervene with a call until the contact answers. Once the call is finished the next contact is automatically loaded and dialled. Alternatively you can set a campaign to work in preview mode where the agent is in control of when to place the call.

Call guide

You design the call guide to give agents all the information and scripts they need during a call. They can use the call guide to update the contact details, enter the responses, book appointments for sales reps, track the contact history or link to any information on your intranet.

Agent management

Agents are defined on the system with a unique login ID, this can be the same as the call centre login ID. They can be assigned to supervisors and groups. Agents can be assigned to work on one campaign automatically, or to be able to choose the campaign they want to work on.

Maintenance, support & service

We provide a support and maintenance contract that meets your specific needs. This can include remote access, 7x24 with 1hr. response time, and discounted upgrades. In any event, you can always avail of our professional services for training, consultancy and campaign or report development.

SPECIFICATION

SimpleDial

SimpleDial is specifically designed to work with Meridian PBX or Symposium Call Centre from Nortel Networks.

2 to 500 agents can work on calls from SimpleDial campaigns, all at the same time. Even more agents can be configured in SimpleDial.

You can have as many SimpleDial campaigns as you like, all running simultaneously.

SimpleDial client is a pure HTML **"thin" client** and only requires IE4 or later on any Windows platform.

SimpleDial server runs on Windows NT 4, SP5 or later.

Database selection is up to you. We support any SQL/ODBC database, for example, SQL Server or Oracle. We recommend that SimpleDial and the database be on the same machine.

SimpleDial implements call control through TAPI Server 2 or later. This is available from your Nortel Networks distributor.

Licensing of SimpleDial is per concurrent user, starting at ten users and incremented in blocks of ten.

Networking SimpleDial between multiple Meridian sites is supported with a TAPI Server at each PBX node.

SimpleDial Administrator PC is any Windows platform

Real-time displays can be displayed on TV screens in the call centre for all agents to see. The PC only requires IE4 or later on any Windows platform.

Why not call for a demonstration?

We have distribution and support in every country in Europe. Please call us for information about your local supplier.

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www.ct-solutions.com/SimpleDial