

PerformanceEdge® Campaign Optimization

Whether you're collecting debt, telemarketing products and services or providing proactive customer service, your success depends on developing cost-effective targeted campaigns that can deliver high-yield results. Yet, building effective enterprise-wide campaign strategies that optimize your calling efforts can be difficult. Campaign Optimization from PerformanceEdge helps increase revenue opportunities by focusing your calling efforts on the highest value contacts-minimizing agent idle time and improving the quality of contacts to yield higher success rates.

Campaign Optimization from PerformanceEdge bolsters proactive contact, collections and telemarketing strategies by enabling companies to develop, deploy and analyze contact strategies that significantly improve contact performance.

The application's key product components include Aspect® Campaign Optimizer™ and Aspect® Enterprise Campaign Manager™ which offer sophisticated call optimization and enterprise campaign strategy management.

By helping you execute and manage high-yield outbound and blended campaigns, PerformanceEdge Campaign Optimization improves agent productivity, increases revenues and reduces operating costs.

Increase Revenue and Agent Productivity by Delivering High Quality Connections

Aspect Campaign Optimizer's best-time-to-call capabilities help you initiate phone calls to customers and prospects at the times and places they are most likely to be reached. It tracks call result history over time to predict the best phone number and hour of day to place calls and then creates an optimized calling strategy based on campaign objectives and prioritizes by user-defined criteria. The optimized accounts are fed to the predictive dialer for execution, dynamically adjusting record levels as agents log in.

Aspect Enterprise Campaign Manager manages this entire process across your global sites to dynamically trickle feed optimized accounts to your predictive dialers for execution. This process is automated and dynamic as resources change and there is no sorting required on the predictive dialer during optimization.

Maximize Campaign Performance with Centralized Campaign Strategy Management

Aspect Enterprise Campaign Manager provides a centralized, fully-integrated data warehouse and contact record distribution engine to create and execute sophisticated, high-yield campaign strategies. The strategies are guided by real-time business intelligence and based on disparate sources of host data, customer interaction histories and business rules. From a single, secure environment, you can create, edit and distribute multiple lists and campaigns in real-time across your enterprise - regardless of where your agents, computer, telephony resources, data or campaign strategies are located.



Highlights

- Superior outbound and blended campaign strategy management.
- Best time to call and contact list optimization for improved right party contacts.
- Flexible single- or multi-host and dialer support to meet your infrastructure needs.
- Common platform for real-time, historical and centralized enterprise-wide reporting.
- Outbound and blended Workforce Management integration to optimize calling plans.
- High availability and disaster recovery options for business continuity.
- Dynamic records distribution and business-rules driven work-flows.



Optimize Best Practices and Utilization of Workforce and System Resources

Intra-day change is a constant in contact centers. To ensure you'll have the right number of agents, with the right skills available at all times to handle your optimized campaigns, PerformanceEdge® offers a unique integration that enables Aspect® eWorkforce Management™ to seamlessly communicate intra-day staff management information with Aspect® Campaign Optimizer™. These intra-day staff changes are dynamically managed to enable campaigns to be re-optimized based on the new staff availability, so you can effectively meet your campaign goals.

Improve Decision-Making with Real-Time, Historical and Enterprise-Wide Business Intelligence

Using sophisticated centralized tools that continually analyze your calling and staffing patterns, Aspect Enterprise Campaign Manager enables you to make rapid adjustments based on gathered contact intelligence, and simplifies analysis and reporting of campaign data across your enterprise. Housing this information in one central location dramatically simplifies enterprise wide staff, list and call strategy management as well as analysis and reporting so that critical information can be more quickly and easily delivered to decision-makers.

Ensure Business Continuity with a Disaster Recovery Infrastructure

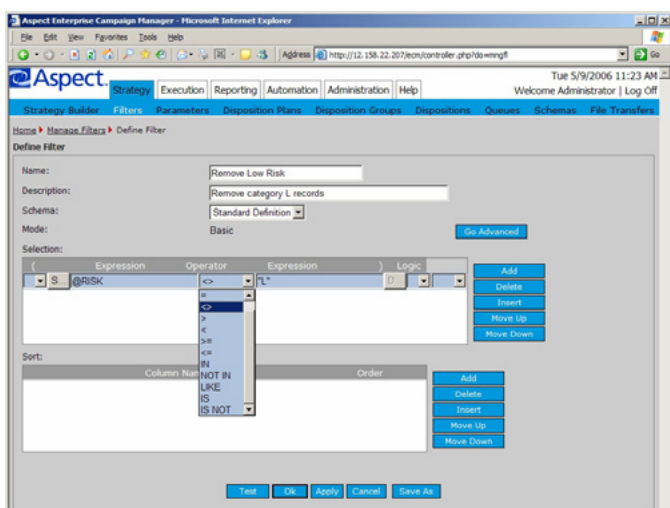
Using a centralized secure server and optional redundant systems, PerformanceEdge Campaign Optimization can dynamically re-route campaign lists and strategies across geographically dispersed contact centers to reduce idle-time associated with list changes and predictive dialer outages. Because the system tracks the status of each individual record, campaigns interrupted by host or dialer outages can be re-synchronized, reconciled and resumed in a matter of minutes as opposed to hours.

Increase Information Security by Minimizing Data Exposure

PerformanceEdge Campaign Optimization leverages the productivity benefits of predictive dialing technology while minimizing the security risks to your highly-sensitive customer data. To safeguard the privacy of your information, the system can be configured to store your data behind a security firewall and distribute only the minimum amount of non-sensitive information to your predictive dialer and other customer interaction solutions that might reside outside your security perimeter.

Ensure Regulatory Compliance through Enhanced List Management

With its sophisticated campaign management and list checking capabilities, PerformanceEdge Campaign Optimization lets you easily abide by regulatory compliance laws, such as Do Not Call requests to ensure your campaigns are targeted to receptive clients. You can automatically exclude specific phone numbers and time zones from your lists, and as regulations change you have a single point to adjust the rules.



With its sophisticated filtering and exclusion capabilities, PerformanceEdge's Campaign Optimization helps improve the quality of your contacts to deliver higher

PerformanceEdge® Group

The PerformanceEdge Group is a dedicated resource within the Aspect organization that is comprised of contact center performance professionals with technical, process and application subject matter expertise.

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About Aspect

Aspect provides software and consulting services that turn the potential of unified communications into real business results across the enterprise and in the contact center. Applying 35 years of insight and experience, Aspect helps more than two-thirds of the FORTUNE Global 100, as well as small and medium enterprises, power their business processes with communications. For more information, visit www.aspect.com.

