

ORACLE ADVANCED OUTBOUND TELEPHONY

KEY FEATURES

UNINTERRUPTED CAMPAIGN OPERATION

- Dynamically append lists to a multi-list campaign
- Dynamically append records to a list
- Regenerate list with multi-list campaigns
- Multi-site campaign execution eliminates agent location boundaries for 24-hour operation

REGULATORY COMPLIANCY

- Dynamic Do-Not-Call checking
- Country calling calendars
- Regional calling calendars

AGENT PRODUCTIVITY

- Computer Telephony Integration (CTI)
- Multiple dialing modes (Preview, Timed Preview, Progressive)
- Automated callback management
- Match agent skills to targeted audience in the list

REPORTING

- Pre-defined real-time operation reports for campaign monitoring
- Pre-defined real-time agent reports
- Time zone report for record distribution

MANAGE CALLING TIME

- User-defined calling calendars
- Automated time zone management
- Automated business rule application for setting callback time based on call outcome

Oracle® Advanced Outbound Telephony is the application that makes outbound contact centers more productive. Advanced Outbound Telephony is a key component of the Oracle Customer Relationship Management solution, the integrated suite that drives profitable customer interactions.

Get the Most from Every Outbound Call

Getting the most from your outbound call center means more than simply calling down a list of prospects or customers. Oracle Advanced Outbound Telephony makes your agents more productive with powerful list management, rules based management of customer contacts and a wealth of capabilities that reduce human error and eliminate agent downtime. Extensive list controls and dialing options let you tailor calling strategies for each campaign. Advanced Outbound Telephony tightly integrates your telephony system with your business applications. Out-of-the-box integration with Oracle Marketing, Oracle TeleSales and Oracle Collections provides feature-rich CTI-enabled business applications.

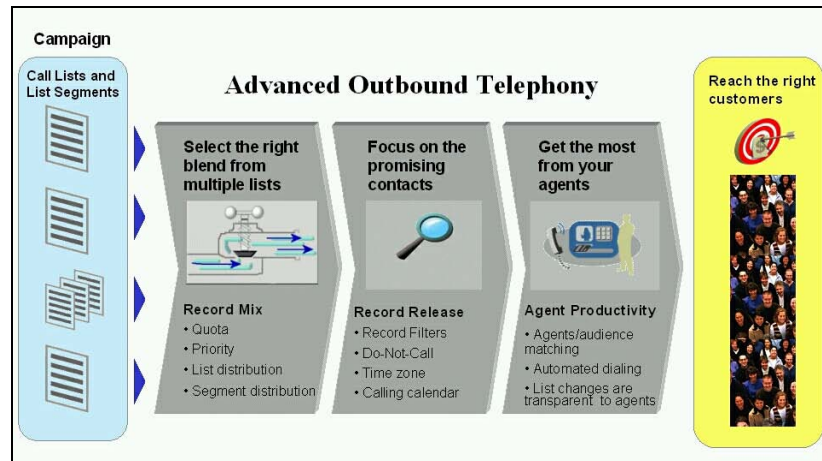


Figure 1. Advanced Outbound Telephony focuses calling efforts on promising contacts and makes agents more efficient

With Oracle Advanced Outbound Telephony you can:

- Reach the Right Customers
- Effectively Manage Calling Strategies
- Maximize Agent Productivity

EFFECTIVE CONTACT MANAGEMENT

- Dynamic list filters
- List segmentation
- List segment distribution by quantity and priority
- List distribution by percentages and priority
- List segment quota
- List quota

ORACLE E-BUSINESS APPLICATION INTEGRATION

- Oracle Advanced Inbound Telephony for call control
- Oracle Marketing for campaign and list definition
- Oracle TeleSales for CTI-enabled inside sales
- Oracle Collections for CTI-enabled collections

Reach the Right Customers

Oracle Advanced Outbound Telephony makes it easy to focus limited agent resources on the most valuable contacts.

Real-time List Filters Zero In on the Target Audience

How do you maximize your results when you have 50,000 potential customers and only enough agents to contact 10,000? Oracle Advanced Outbound Telephony's List Filters let you quickly zero in on the most promising prospects and easily adjust to changing conditions and staff levels. With list filters, you can narrow down customer records based on any combination of customer data fields such as geography, customer priority level, and much more. It is so easy to modify filters that you can continuously tune your campaign to reflect new information or changes in strategy. If early returns indicate better response in a particular area or demographic, just add that criteria to your list filter and with a push of a button, refocus calling efforts to improve campaign results.



Figure 2. Easy-to-use list filters quickly direct calling towards the most promising targets

Dynamic Record Release Prioritizes Calling Strategies

All call lists are not created equal, so campaign success often hinges on achieving the right blend from multiple list sources. Dynamic Record Release automatically feeds agents the mix of records to be called that reflects your calling strategies. Managers can easily prioritize across lists, such as weighting the distribution of calls to existing customers vs. purchased prospect lists. They can also set priorities within each list, such as giving priority to premier customers. For specialty campaigns such as surveys, quota management stops the release of records to agents from a particular list or list segment upon reaching quota. Advanced Outbound Telephony eliminates wasted effort because your agents are always making the right calls.

Stop List Management Enforces Regulatory Restrictions

Increasingly stringent regulations make unwanted calls very costly to a business. Oracle's sophisticated stop list features ensure compliance even in complex multi-

center, multi-campaign environments. Oracle Advanced Outbound Telephony updates and applies stop list requests in real time. Therefore, a customer who is added to the stop list after a call from one campaign will not be called for a second campaign, even if that second campaign is running simultaneously. Advanced Outbound Telephony makes it easy to comply with both calling regulations and your customers' wishes.

Effectively Manage Calling Strategies

From managing contact schedules to identifying diminishing ROI on repeated calls, Oracle Advanced Outbound Telephony helps you derive the highest value from each contact.

Calling Calendars Determine Appropriate Calling Times

Oracle Advanced Outbound Telephony's calling calendars maximize your call success rate while ensuring compliance with call-time regulations for any country or region. The system determines time zone based on the target phone number, freeing agents and managers from calculating time zone differences. User-definable calendars automatically match call times to your audience profile, for example stopping calls to businesses or starting calls to dual-income households at 5 PM. Your agents call the right people at the right time, every time.

Intelligent Recycling Strategies Maximize ROI for Each Contact Attempt

Proper callback handling means more than just calling again. Oracle Advanced Outbound Telephony's intelligent record recycling applies user-definable business rules to unsuccessful or wrong-party contacts thus greatly increasing the odds of a success on the next attempt. These rules can include initiating a rapid callback on a busy signal, a delayed callback on a ring-no-answer, an agent specified callback time or a call to an alternate contact number. The system also cuts your losses by ending calls to a prospect after a user-definable number of unsuccessful attempts. Oracle Advanced Outbound Telephony's intelligent recycling applies your best-practice contact management strategies consistently and automatically.

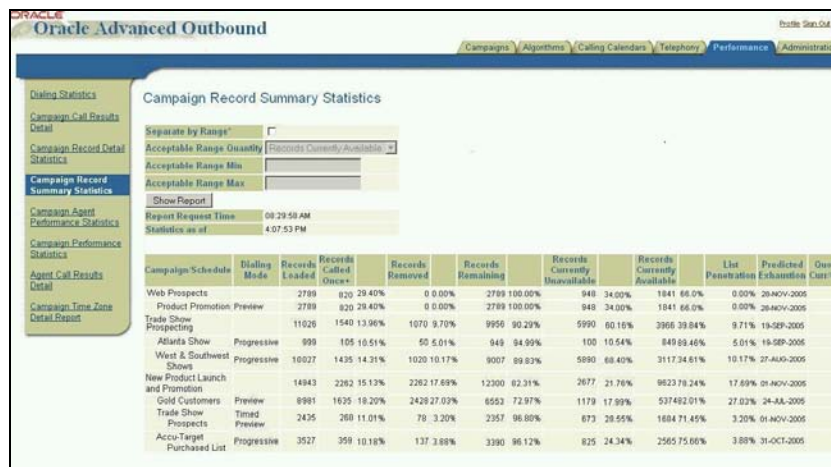


Figure 3. Real-time campaign reports provide immediate feedback

Real-Time Monitoring Refines Contact Approach

Oracle Advanced Outbound Telephony's many real-time monitoring reports give

managers critical feedback for gauging performance and tailoring calling strategies. Campaign reports provide dialing statistics, record detail statistics, or call results. Managers can review record availability, list penetration, quota information or call results at a campaign level or drill down to see these results broken out by the lists in the campaign. Agent reports allow managers to monitor group and individual performance and identify where coaching is needed. The time zone report displays the distribution of calling records by time zone, allowing managers to anticipate record depletion and rebalance calling efforts. Oracle Advanced Outbound Telephony provides the key performance measurements you need right out of the box.

Maximize Agent Productivity

Agents are your call center’s most expensive resource. Advanced Outbound Telephony minimizes human error and down time so you can get the most from them.

Multi-List Campaigns Reduce Agent Down Time

Traditionally, call centers could not execute a campaign while the system updated or replenished call records. Oracle Advanced Outbound Telephony’s multi-list feature eliminates this agent down time by dynamically appending records to the active list, or adding new lists to the active campaign while calling continues. Because each list operates independently, taking one off-line for updates does not affect the other lists in the campaign. Updates are transparent to agents, who are able to continue calling uninterrupted.

The screenshot shows the Oracle Advanced Outbound Campaign Schedule Management interface. It displays campaign details for 'New Product Awareness' and a table of campaign schedules. The table includes columns for Schedule Name, Target Group Name, Schedule Status, AO Status, Interaction Center Ready, Number of Active Records, Number of Valid Records, Number of Callable Records, Number of Subsets, Validation Report, Distribution Priority, Distribution Weight, and Action.

Schedule Name	Target Group Name	Status Details			Record Details				Release Strategy Parameters		Action	
		Schedule Status	AO Status	Interaction Center Ready	Number of Active Records	Number of Valid Records	Number of Callable Records	Number of Subsets	Validation Report	Distribution Priority		Distribution Weight
Gold Customer	AO Person G14 TO	Active	Active	Yes	1000	991	991	1	View Report	Highest	20	
Platinum Customer	AO Person M-O TO	Active	Active	Yes	2000	1973	1973	1	View Report	Medium	10	Stop Execution Place On Hold
Purchase List	AO Person P-R TO	Active	Active	Yes	1999	1989	1989	1	View Report	High	15	Executing

Figure 4: Campaign lists operate independently to ensure uninterrupted calling

Computer Telephony Integration (CTI) Automation Eliminates Manual Dialing Delay and Error

Every non-productive second shaved off an agent’s call time adds to profitability. Oracle Advanced Outbound Telephony’s robust Computer Telephony Integration eliminates time-wasting manual dialing and human dialing error. Multiple dialing modes flexibly support the needs of different campaign types. Preview dialing allows agents to thoroughly review customer history before the call and then initiate the call with a click of a button on the Oracle Softphone. Timed Preview gives the agent a configurable period to review the call record and then the system automatically initiates the call. Progressive dialing greatly increases agent

KEY BENEFITSORACLE ADVANCED
OUTBOUND TELEPHONY
OFFERS

- Superior means to organize, manage, control and track outbound calling campaigns in order to dynamically respond to the ever-changing business objectives of a contact center
- Service organizations can lower costs and deliver superior personalized service at the same time

RELATED PRODUCTS

- Oracle Advanced Inbound
- Oracle TeleService
- Oracle TeleSales
- Oracle Marketing
- Oracle Collections
- Oracle Email Center

RELATED SERVICES

The following services are available from Oracle Support Services:

- E-Business Suite Accelerators
- Oracle Application Solution Centers
- Oracle University
- Oracle Consulting

productivity by automatically dialing the call on the agent's behalf. Oracle Advanced Outbound Telephony's versatile CTI helps you balance agent productivity with the complexity of your calling campaign.

List Level Agent Assignment Aligns Caller Skill with Target Audience

Matching agent skills to the profile of the targeted audience improves both customer experience and agent throughput. Advanced Outbound Telephony's list level assignment lets managers assign specific lists to agents based on criteria such as language ability, certifications, and domain knowledge. Premier customers can be directed to more experienced agents, while customers known to speak other languages can be contacted by agents who are fluent.

Oracle E-Business Suite—The Complete Solution

Oracle E-Business Suite enables companies to efficiently manage customer processes, manufacture products, ship orders, collect payments, and more—all from applications that are built on unified information architecture. This information architecture provides a single definition of your customers, suppliers, employees, and products—all important aspects of your business. Whether you implement one module or the entire Suite, Oracle E-Business Suite enables you to share unified information across the enterprise so you can make smarter decisions with better information.



Oracle is committed to developing practices and products that help protect the environment

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