



# Outbound Campaign Suite

## Key Operator Benefits

- **Drives Revenue:** Opens up new revenue streams by assuring ads/information content to reach targeted customers on time.
- **Intuitive:** Easy-to-use user interface minimizes learning curve. Advanced GUI and Web services tool simplify rules/parameter-based campaign administration and prioritization.
- **Effective:** Reaches qualified targeted subscribers through IVR without any length limitations and increases campaign success rates by collecting instant confirmations compared to SMS messages.
- **Optimum Traffic Routing:** Supports various network scenarios and different throughput limits for customers and resellers.
- **Interoperability:** Seamlessly integrates with existing VAS nodes, text-to-speech, billing/charging, CRM and call center solutions.
- **Subscriber Loyalty:** Increases subscriber satisfaction and enhances service experience by offering personal touch.
- **Reduces Cost of Ownership:** Feature rich, cost and resource effective solution that improves network efficiency and lowers operational costs and capital expenses.
- **World-class Managed Services:** The solution is backed-up with Defne's proven professional and managed services.

## Market Dynamics

*With consumers now spending a larger share of their time on mobile devices, their need to access personalized and location relevant information has increased even more. This trend is fueling the mobile marketing and advertisement growth where the worldwide mobile marketing revenue is forecasted to surpass \$25 billion by 2024\*.*

*Proactive and outbound contact that engages and helps customers with notifications and reminders provides an effective, low-cost method to empower marketers and differentiate brands. These outbound, proactive communications enhance the customer's experience with contextual, personalized, and real time campaigns that entice them to act on the information/offer in a variety of ways; buy, search, share or note for future reference.*

*Customer acquisition costs are so high that retaining customers is critical for mobile operators and enterprises. Outbound Campaign and Interactive Voice Response (IVR) solutions enable mobile operators and all sizes of businesses to retain their customers by providing a high-touch, personalized experience to their customers and differentiating their brands above others while generating new revenue streams.*

## Product Overview

Defne's **Outbound Campaign Suite** product provides mobile operators with the flexibility and performance they require from an IVR based dialer. It enables mobile operators to offer simultaneous interactive mass marketing services through the IVR channel. It is a carrier-grade automated mass calling system which can perform promotional, informational and survey campaigns.

Due to Outbound Campaign Suite's signaling independent nature, multi-campaign management capabilities engaged with diverse campaign options enable operators to swiftly reach huge number of subscribers in the best possible way. It supports different dialing methods according to MNO's needs and goals; such as Agentless, Predictive, Power, Preview and Progressive dialing. The Outbound Campaign Suite supports campaign call-to-actions such as purchase, information gathering, etc. Additionally, it has the capability to integrate with call center solutions to route all calls to a live agent, as necessary.

Outbound Campaign Suite maximizes use of call center resources through predictive and real time analysis of parameters such as number of live agents assigned to the campaign, size of call list, ring time, call success rate, and estimated average talk time to optimize campaign algorithms.



## Key Subscriber Benefits

- **Enhances Service Experience:** Manages daily quota for the same MSISDN.
- **Personalized Information:** Engages subscribers with ads and information that are more relevant to their interests in place of the generic, random ads they might otherwise receive.
- **Convenience:** Offers actionable ad content on time, at the right location. Convenient for traditional subscribers and illiterate segment.

## Key Brand Owner Benefits

- **Brand Awareness:** Accurate and targeted reach ensures brands stay top of mind with both customers and prospects.
- **Cost-Effective:** Enables robust and scalable mobile promotion campaigns to be conducted on a massive scale through easy-to-use web services tool. Optimizes call center resource allocation with smart and predictive call algorithms.
- **Increased Profits and Customer Loyalty:** Actionable and personalized ad content leads to increased direct customer engagement.
- **Instant Results:** Increased conversion rates and customer response can be tracked instantaneously through advanced reporting tools.

Outbound Campaign Suite can be positioned in a telecom network either as a tele-marketing or tele-survey platform. In a typical scenario, the system calls a target subscriber, plays out a promotional or informational announcement when the subscriber answers and optionally collects DTMF feedback or transfers the subscriber to a live agent. Subscribers not reached in the first attempt can be called again in predefined intervals up to the maximum number of retries ensuring a higher campaign success rate.

The product's open environment simplifies service design, delivers shorter market time and allows for quicker commercial access to valuable subscribers. It is an enabler that has network efficiency in traffic handling and introduces a platform for new service offerings to maximize benefits from simple IVR based marketing.

## Key Features

- Advanced campaign management features to create, modify, view, suspend/resume and abort campaigns
- Supports different dialing methods: Agentless, Predictive, Power, Preview and Progressive
- Multi campaign support with different throughput requirements and priorities
- Resource management based on customer
- Quota management based on system and campaign
- Priority setting per campaign owner or campaign
- Advanced GUI and Web Services tool with campaign, subscriber, service and media management functions
- Online campaign monitoring enabling add/delete to list in real time
- Date and time options for starting and ending campaigns
- Ability to set campaign success rate as end of campaign criteria
- Supports calling up to 5 different numbers per each customer entry on the campaign target list
- Different call retry mechanisms
  - Based on configurable callback options for unsuccessful calls
  - Based on HLR triggering
- Ability to send campaign details via text or email message for unsuccessful calls
- Pre-call check for different cases such as: roaming, MNP, balance, etc.
- Support for Text-to-Speech (TTS)
- Makes polling easier and supports multi options with hierarchically structured feedback mechanisms
- Supports daily calling quota for same MSISDN
- Profile based multi-language support
- Quick integration into current services
- Advanced reporting features supporting tabular and graphical format