

**Proactive  
Outreach Manager**

# Avaya Proactive Outreach Manager



**Avaya Proactive  
Outreach Manager  
Delivers Proactive  
Outreach and  
Outbound  
Applications for  
Every Stage of  
the Customer  
Engagement  
Journey**

Customers are calling the shots. These days the customer decides how they want to shop or get help from you—whether it's via mobile device, online, in-store, or over the phone.

To maximize sales and customer satisfaction, it has become critical to engage customers with the right information, at the right time, through the channel they choose... sometimes even before they know they need it.

Meeting growing expectations throughout the customer journey, from acquisition, support, and collections, to retention, to advocacy, has become increasingly challenging. Avaya Proactive Outreach Manager is the award-winning solution from Avaya for proactive customer acquisition, customer retention, and regaining customers. Whether it's agent-based predictive dialing campaigns, interactive services, or phone, email, or SMS text alerts and notifications, Proactive Outreach Manager is your one simple-to-use solution to help you achieve your business goals.

## **Total Proactive Solution**

Avaya Proactive Outreach Manager delivers proactive outreach and outbound applications for every stage of the customer engagement journey, including:

- Welcome and Customer Onboarding Messages
- Telemarketing/Fundraising
- Enrollments and Renewals

**Avaya Proactive Outreach Manager Enables Customer Acquisition, Retention and Renewal**

- **Let customers choose when, where, and how they want to connect**—whether it’s via mobile, online, in store, or over the phone.
- **Create highly engaging, interactive campaigns with Avaya Proactive Outreach Manager.** Your inbound and outbound campaigns can be via SMS text, email, phone alerts and notifications, agent-based predictive dialing, interactive services—or a combination.
- **Use proactive customer service to start connecting with your customers in every stage of the customer engagement lifecycle.** Give customers the right information, at the right time, the way they choose.



- Confirmations / Reminders
  - Proactive Notifications / Announcements
  - Order / Shipment Status
  - Account Alerts
  - Fraud Management
  - Product Recalls / Service Outage Alerts and Restoration
  - SMS, Email, or Phone-based Surveys
  - Billing and Collections
  - Opt-in Promotions and Upgrades
  - Automated Renewals
- and communications strategies that truly engage your customers with the right information at the right time.
- Improve customer satisfaction and the effectiveness of your customer facing operations with automated agent-less and agent-based proactive customer care strategies
  - Reduce ongoing service and support costs leveraging automated SMS text, email, and phone notifications enabled by powerful contact strategies
  - Collect revenue faster with automated multichannel notifications and shrink recovery costs by engaging collections staff only when truly necessary

**Key Benefits**

Avaya Proactive Outreach Manager can:

- Differentiate your brand experience with innovative SMS, email and phonebased marketing
- Improve agent productivity with our industry-leading progressive, predictive dialing modes. Set achievement of your target service levels on “autopilot” with cruise control dialing

### Imagine the Possibilities

- A large home improvement retailer proactively reaches out to new job applicants using automated phone screening
- A well-known, national retailer uses proactive SMS messaging daily to reach out and inform layaway customers of product order and pick-up status
- A large telecommunications services provider and retailer reaches out to new and existing customers using automated SMS and email follow-up surveys to monitor customer satisfaction
- A hospital chain proactively contacts patients via SMS text, email messages, and phone calls with appointment reminders, billing and collections, and remote patient monitoring
- A local government agency leverages SMS messages and email with escalation to outbound agents to help reduce the service cost of billing reminders and payment collection

## Key Features

Proactive Outreach Manager unifies agent-based predictive, progressive, and preview dialing with automated multichannel notifications and alerts into one simple software-only solution.

### Industry-leading Human Voice and Tone Detection

Maximize the time your agents spend talking with customers with Proactive Outreach Manager Enhance Call Progress Analysis, one of the fastest, most accurate call detection technology available in the industry. It detects the difference between live voices, voicemail, answering machine, fax, and busy signals with up to 97.9% accuracy<sup>1</sup> and delivers the maximum number of live customers and prospects to your agents. Enhanced Cell Phone Detection capabilities further fine tune accuracy, helping to improve dialing effectiveness when campaigns are targeting mobile customers.

### Sophisticated Outbound Dialing Modes

Preview, progressive, predictive, and cruise control dialing modes let you choose the way you want to work while optimizing agent productivity and live party connections.

### Agent Blending

A skills-based blender helps you achieve optimum service levels on the inbound contact center, consistent with outbound campaign objectives. Skills-based inbound and outbound agent blending also helps maximize use of your existing agents during times of low inbound call volume.

### Stay in Compliance

Help ensure your campaigns and contact strategies comply with the most stringent government and industry regulations from OFCOM to the FCC / FTC. The solution supports Do Not Call lists, Opt-out, and Opt-In.

### Powerful Campaign Strategies

Execute time sensitive goal-based campaigns that help you achieve your business objectives quickly and effectively. Offer opt-in notification services that leverage lower cost, customer preferred mobile, SMS text, and email. Build escalating strategies into your campaigns such as attempting alternative channels, such as email or SMS text, based on prior interaction outcomes, customer preferences, or other conditions like shifting from email to agent-based calls based on urgency. This helps ensure the highest possible Right Party Connect rate at the lowest possible cost.

### Real-time Customer Status Sharing

Avoid duplicate notifications or asking your customer for information more than once. Share customer data such as preferences (e.g., opt-in / opt-out) or status changes (e.g., delinquent bill is paid) in real-time across all concurrent campaigns to achieve optimal customer engagement.

<sup>1</sup> Based on internal Avaya testing of Avaya Proactive Outreach Manager.



## Customer



**Outbound**

E-Mail

Text

Voice



**Inbound**

Voice

Voice

Voice

### Example Applications

Welcome Aboard

Payment Reminder

Product Promotion

Subscription Renewals

Product Support

Corporate Directory

Ordering and Payments

**Proactive Outreach**

Avaya Aura Experience Portal

**Self Service**

Live Agent



(As need it)

**Avaya Proactive Outreach Manager is your one simple-to-use solution to help you achieve your business goals.**

## Campaign Management for Everyone

Centralized web-based management and dashboards simplify execution and monitoring of all your campaigns, contact lists, and resources.

Empower your managers to design and manage their own outbound marketing, sales, and service campaigns with flexible multi-tenancy and roles based access controls.

## Dynamic Real-time Contact and Contact List Management

Manage contacts and contact lists using virtually any data source.

- Filter, sort, and add new or remove contacts to or from existing campaigns, or modify contact lists without interrupting campaign execution.

## Monitoring and Reporting

Keep track of your campaign effectiveness with web accessible real-time and historical reports that provide a unified view of campaign success, agent performance, and customer status.

## Campaign Pacing and Throttling

Effectively use automated pace—phone, SMS text messaging, and email notifications that are based on target inbound service levels. Leverage key data like agent “Expected Wait Time” to manage service levels by automatically throttling campaign contact attempts.

## Agent Desktop

Comprehensive agent desktop APIs and agent scripting support help ensure your outbound agents have the right customer and business information at their fingertips to successfully achieve your business results.

## Quickly Create Sophisticated Service Applications

Extensive web services help you better repurpose and reuse your existing web applications and services. Use Avaya Aura® Orchestration Designer to design sophisticated, highly interactive applications that dynamically adjust their behavior based on customer status, business rules, contact lists, call schedules, or agent availability.

### Solution Highlights

- Prioritize multiple, simultaneous billing, collections, and proactive customer care campaigns with minimal staffing and resources
- Leverage two-way SMS messaging and email with cross-channel escalation: start an engagement with a SMS message, follow-up with a call, send an email confirmation all in one campaign
- Industry-leading dialing effectiveness—98% live person detection accuracy at less than a second<sup>2</sup>
- Software-based dialing for ease of operations, administration and maintenance
- Skills-based outbound and inbound agent blending
- Contact center integration—single agent administration, blending with inbound agents
- Desktop APIs for creation of productive agent experiences specific to your business needs
- Leverage SIP, Web services, virtualization, and high availability to lower the cost of mission critical services

## Interactive Phone, Email, and SMS Text Engagement

Engaging your customers with the right resource at the right time via their most preferred mode of communication helps promote customer satisfaction and loyalty. Support for two-way, interactive phone, email, and SMS text messaging allows you to create highly effective and engaging experiences on customer preferred devices and channels

## Contact Center Integration

Proactive Outreach Manager runs on Avaya Aura® Experience Portal and supports integration with all of your self-service applications and call routing workflows, as well as Avaya Aura® Call Center Elite and Avaya Aura® Contact Center for agent-based customer outreach with predictive, progressive and preview dialing campaigns.

## Outbound Call Recording

Integration with Avaya Aura® Workforce Optimization contact recording can help you meet business critical compliance requirements or bulk recording tasks. Avaya Aura Workforce Optimization provides a software-based solution to capture customer interactions, including voice and data interactions in SIP, IP, TDM, and mixed telephony environments. An API is available to integrate third-party call recording solutions with Proactive Outreach Manager.

## About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at [www.avaya.com](http://www.avaya.com).

<sup>2</sup> Based on internal Avaya testing of Avaya Proactive Outreach Manager.

