clist

by comsys cx

Unlock the full potential
of your outbound campaings

CList for outbound campaign management

Any company pursuing sustainable growth has to make targeted eforts to generate sales, recover debt, and improve customer support. Outbound campaigns can deliver excellent results in these areas, but many contact centers struggle to implement their strategies in a way that maximizes business outcomes.

CList is an application that helps contact centers optimize the performance of outbound campaigns. It does this by enabling the planning, and execution of sophisticated communication strategies. Furthermore, CList's AI-powered module boosts the results of outbound campaigns.
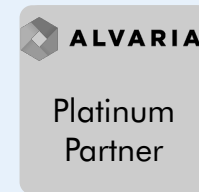
Challenges to overcome

If your organization is facing one or more of the following challenges, CList can help you.

- Your outbound telesales campaigns perform poorly.
- The value of your customers' debt is growing, but you do not communicate payment reminders.
- Low agent utilization is pushing up the operating cost of your outbound operation.
- Compliance with regulatory directives is challenging because you lack dynamic control over outbound campaign lists.

Compatible with leading contact centers

CList is natively compatible with Cisco Unified Contact Center (UCCE/UCCX), NICE CXone, and Aspect Unified IP platfroms. Comsys is a partner of Cisco, NICE, and Alvaria (former Aspect).

ALVARIA™
Platinum Partner

CISCO
Preferred Solution Partner

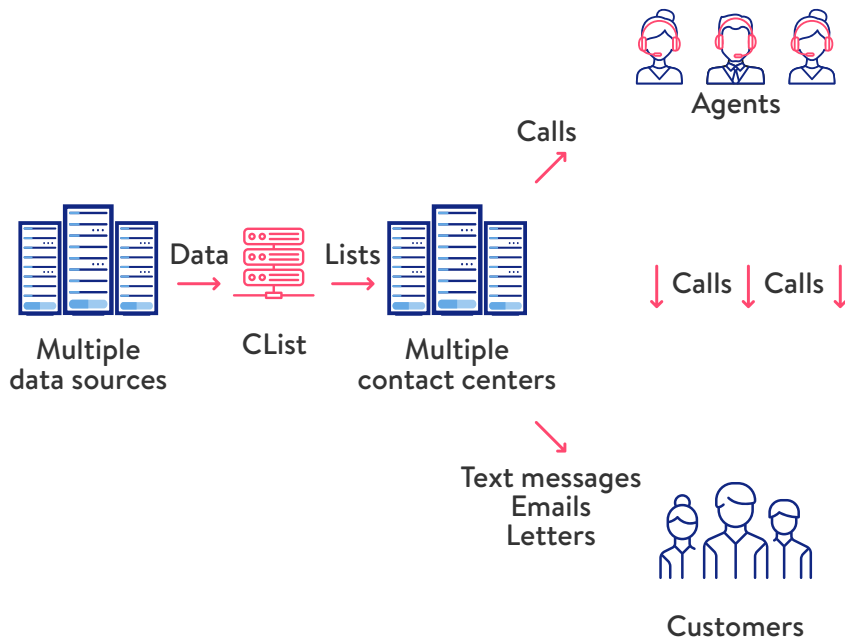**NICE inContact**
CXone

End-to-end coverage of outbound campaigns

CList helps you gain full control of your campaigning lifecycles from planning to execution. It is designed based on a holistic approach that enables contact center managers to command every element of business processes requiring reactive or proactive outbound communication, like telemarketing, collections, and any other list campaign management activity. With CList, precious resources like agents and dialer ports are utilized to the maximum.

Campaign Administration ▷ List Management ▷ Campaign Execution ▷ Campaign Monitoring

Designed for outbound contact centers

CList integrates with back-end and line-of-business systems to gather customer data. It then generates contact lists based on the communication strategy campaign managers formulate. During campaign execution, CList feeds calling data to the dialer and often to the communication platform. Also, customers can be reached by text messages, emails, or printed letters.

Calls

Agents

Data → CList → Lists

Calls | Calls

Multiple
data sources

CList

Multiple
contact centers

Text messages
Emails
Letters

Customers

Omnichannel outbound campaigns

Increasingly, customers rely primarily on their mobile phones for interaction with companies. CList enables you to execute outbound communications across multiple channels, so you can initiate outreach on one channel and then escalate or blend attempts to other channels

Agents: Use all dialer modes available in your contact center.

Voice messaging: Outbound IVR to deliver automated voice messages.

Text messaging: Interactive and one-way.

Public messaging: Interactive and one-way.

Email: Personalized and dynamic content.

Letter: Personalized and dynamic content.

Efortless data import

CList imports customer data stored in flat files or databases using all common modes of data loading. Using a REST API, CList can also update dynamically customer information from external sources during campaign execution. Since CList is designed with outbound contact centers in mind, it ofers features that ensure seamless integration with the dialer.

Powerful list management

CList's advanced data segmentation capabilities enable managers to generate contact lists from imported customer records by applying strategic objectives, business rules, and operational policies. A campaign can use several lists you can modify in real-time – even during execution.

Compliance with regulations

Failure to comply with the regulations that govern the use of automatic dialing can result in heavy fines. To avoid this risk, 'Do Not Call' and other exclusion lists can be imported to CList and applied to specific campaigns, categories of campaigns or globally. Moreover, a Dynamic Do Not Call mechanism allows for real-time updates triggered from external events. CList can automatically adjust dialer pacing to achieve minimum nuisance rates and stay within the quotas permitted by regulations or company policies.

Orchestrate omnichannel communications

Create, monitor, and tune-up your outbound communication strategies by using the unique capabilities available with Clist. Use alternate digital channels to connect with your customers and coordinate attempts across them as part of your omnichannel communication strategy. With CList, you can initiate customer engagement actions with a voice call and escalate or blend contact attempts with other digital channels.

Multiple phone numbers

Configure multiple phone numbers per contact with "phone type" attributes.

Multiple channels

Switch across multiple channels to optimize contact results.

Central control

Control a contact across multiple numbers in the campaign.

Rescheduling

Reschedule calls to alternate numbers based on the number of retries.

Global retries

Configure the number of global retries across multiple numbers.

Personal agent

Assign an agent to a specific contact or group of contacts .

Automation of administrative tasks

CList automates administrative tasks that can be triggered by real-time business results, schedules, and campaign events. This alleviates the burden of manual tasks on administrators. CList also improves the contact center's performance and productivity by promptly adjusting communication plans.

Autonomous campaign execution

CList combines contact lists and the communication strategy to automate campaign execution on all engagement channels. Scheduling the activation of business rules, prioritization of contact channels, and handling of interaction outcomes are orchestrated with little or no human intervention.

Mitigate the risk of service downtime

Clist's architecture enables integration with multiple dialers and routing of calls across geographically dispersed contact centers. This unique feature ensures load balancing and maximizes your contact center's availability.

Fast to deploy, easy to use

Our seasoned service delivery team completes a typical CList installation within a few weeks. Furthermore, our consulting team helps you configure, launch, and master CList's advanced capabilities.

Real-time and historical reporting

Administrators can assess campaign activity progress, performance, and other metrics at a glance with CList's integrated reporting. Valuable execution and business outcome related information is updated in real-time. Additionally, historical reports provide detail insights concerning campaign execution and results. Channel analysis is available to provide conclusions for future planning.

Predict the best time to call with Forecaster

Forecaster

Reaching customers at the right time is crucial to the success of any outbound list management campaigning. Forecaster, the AI-powered module available as an add-on with CList, improves your campaign performance by predicting the 'Best Time to Call'.

AI-powered

Pinpoint the 'Best Time to Call'

With the deep machine learning forecasting algorithms, Forecaster derives the probabilities for the 'Best Time to Call' as a result it maximizes key success metrics like:

- **Contact rate:** The likelihood that someone will answer the call.

- **Right Person Contact rate:** Probability to connect with the targeted person.

- **Success rate:** The ratio of successful business outcomes to call attempts

How Forecaster works

Forecaster uses historical and demographic data in a supervised learning process to develop and test the prediction model. The process consists of the following steps:

STEP 1 Gather data on customer responses from previous contact attempts.

STEP 2 Feed Forecaster with a portion of the historical data to train the model. The remaining historical data will be used at a later stage, to evaluate the model.

STEP 3 The system predicts the probability of achieving the targeted goal (Contact, Right Party Contact, or Success) for all time slots.

STEP 4 The predicted probability is compared with the remaining historical data, and the model is automatically adjusted.

STEP 5 CList calls each customer according to the predicted 'Best Time to Call'. Periodically, the model is automatically re-trained with ongoing contact attempts.

clist

Benefits for your contact center

Achieve unparalleled campaign results

Maximize the efficien   of your sales and marketing campaigns to acquire, up-sell, and engage customers. Respond earlier to customer needs, proactively solve problems, and build lasting relationships. Communicate payment reminders and recover debt more efectively by increasing contact rates. With CList, you gain control of your overall outbound operation and achieve outcomes that are unattainable with traditional dialer list management.

Take agent productivity to new heights

Reduce the cost of serving inbound calls by leveraging automated text, email, and phone notifications. Boost staff productivity with CList's ability to increase agent talk-time, reduce call abandonment, and relieve managers of campaign administration tasks. Continuously optimize agent performance, collecting improvement insights from CList's integrated reporting tools.

Delight customers with proactive communications

Grow customer loyalty with personalized and relevant ofers, rewards, and alerts. Plan and execute below-the-line marketing strategies with the use of omnichannel campaigns that deliver optimal customer experience. Most important, CList helps you avoid irritating your customers while also meeting the growing regulatory requirements for outbound operations.

Awards and recognitions

2020 Business IT Excellence Award

CList received the 2020 BITE Award for advancing omnichannel contact centers to maximize performance and improve customer engagement. CList functionalities enable total control of the campaign regarding contact list management, communication strategy orchestration, and campaign execution reporting offering maximization of performance, reduced human and infrastructure resources.

2020 CUSTOMER Product of the Year

CUSTOMER Magazine, a publication of the global integrated media company TMC, presented CList with its 2020 Product of the Year Award. CList's embedded deep machine learning capabilities for collection and telesales business processes were recognized as unique features now available to the contact center industry by Comsys.

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