

Aspect® Unified IP® Advanced List Management

In order to generate the maximum return from your outbound calling efforts, you need highly refined and very flexible targeted calling lists. Aspect Unified IP Advanced List Management is an enhanced contact list management tool that helps you easily develop, deploy and analyze sophisticated contact strategies across single or multiple dialers to increase your contact success rates and optimize your sales and/or collections productivity and results.

Key Capabilities

Guided by real-time business intelligence, Advanced List Management lets you dynamically build high-yield campaigns using disparate host data sources, your customers' interaction histories and complex business rules.

With Advanced List Management, you can build intelligence into your contact lists and centralized campaign strategies. Key capabilities include:

- Scheduled downloads and uploads
- Interfaces with one or more host systems
- Schema processes to define the format of data from each host
- Host data mapping to customer record fields used within the system to define strategy rules (i.e., a field in the schema)
- Disposition-based filtering of the data coming from or being uploaded to the host(s)
- Uploading of specific dispositions to a given host system
- Call optimization analysis that predicts the best phone number and hour of day to place calls and feeds this information into the calling strategy

How It Works

Advanced List Management allows you to build outbound contact strategies using a series of customizable criteria and properties. You define whom to contact and when to contact them based on business rules that use information contained in Advanced List Management as well as the customer interaction histories. The strategy builder then generates the list and trickles the resulting records to Aspect Unified IP.



Benefits

- Improved sales and/or collections productivity and results
- Increased contact success rates
- Quicker and easier access to comprehensive list performance statistics

The Advanced List Management campaign creation and execution process is as follows:

1. Advanced List Management helps define and save your campaign business rules
2. Information from your host systems is downloaded to Advanced List Management
3. Advanced List Management stores the information in its database
4. Advanced List Management starts the campaign at the time defined in the campaign strategy
5. As agents log-in to one or more Aspect® Unified IP® systems, the application(s) request records from Advanced List Management
6. Advanced List Management determines which records to send to Aspect Unified IP and in what order
7. Advanced List Management trickles the data in real-time to Aspect Unified IP
8. Aspect Unified IP dials the records, routes the call and sends the call results back to Advanced List Management
9. Advanced List Management stores the call results and uses the data for reporting and future campaigns
10. Advanced List Management uploads the defined data elements to the various host systems

Package Options

The Advanced List Management package that will best meet your needs is determined by the scope and record management approach you wish to take to accomplish your contact center outbound objectives. The three package options are Core, Dynamic and Enterprise. The Call Optimization feature is available as an addition to each package.

Core - designed for use with one *Aspect Unified IP system that manages outbound and blended campaigns*, the Core package standard installation service uses the Advanced List Management Graphical User Interface (GUI) to set up:

- One Tenant, Host, Import/Export Definition, and Disposition Plan
- Up to Four Database Schemas
- Up to Five Filters, Disposition Groups, Dispositions and Lists
- Up to Ten Outbound Services Targets
- Up to Eighteen Queues

Dynamic - for contact centers who wish to *dynamically manage records in an automated fashion* throughout the day, the Dynamic package adds dynamic campaign management, record-based contact strategy, real-time record workflow and automated scripting to the Core package.

Enterprise - the Enterprise package contains all items in the Core package, plus the capabilities needed for management of *multi-site and/or multi-host operations*, such as:

- Management of outbound campaigns across multiple dialers.
- Housing of both business data and call results across the enterprise.
- Real-time re-routing of records across geographically dispersed contact centers.
- A centralized secure server.
- Optional redundant systems for disaster recovery.
- These Enterprise capabilities provide increased enterprise-level visibility into your outbound business processes, minimized down time and reduced idle time associated with list changes and predictive dialer outages, and highly secure protection of your sensitive customer data.

For additional information

Please contact your Aspect account team to learn more about how Aspect Unified IP Advanced List Management can help you improve your operational reliability and outbound and blended campaign effectiveness.

About Aspect

Aspect is a global software and IT services firm specializing in applying Microsoft unified communications and collaboration to help customers achieve optimal results through enhanced business processes across the enterprise and in the contact center. Aspect provides IT consulting, integration services and business applications. For more information, visit www.aspect.com.

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