

Daktela Outbound Call Campaigns

Daktela offers several types of campaigns and no matter which ones you decide are best for your needs, the following **features** will be available to **help you manage your campaigns**:



| Create call scripts in minutes

Daktela uses a drag and drop system for creating call scripts. You can create your own call script items, e.g. fields, radio buttons etc. and then drop them into the right place in your call script.



| Import and export

Importing and exporting of campaign data is available via XLS, CSV or API. Using a variety of filters, you can export entire call scripts or only the items you want. Daktela also highlights any duplicates found during data import.



| Change history - snapshots

All activities completed in individual campaigns are recorded. This allows you to create a complete history of the campaign performance. These records provide data on who imported any lists and when each number was dialed or changed. You can also get performance snapshots at any time.



| Bulk download call recordings

Using predefined filters, you can bulk download call recordings from any outbound campaign you need. You can access the recordings via the Daktela web interface or via FTPS.



| Record databases

You can divide your campaign into different databases which allows you to segment your campaign records into groups and to control which groups get called when by activating and deactivating them.



| Call monitoring

All outbound calls can be monitored live by supervisors as required. Call recordings can also be reviewed later to ensure a high call quality. Recordings can be played back directly in the Daktela web interface.

Manual Campaign

Outbound campaigns

Manual campaigns are the simplest form of outbound call campaigns. This type of campaign is the slowest and relies on agents taking each step themselves. This can however be useful e.g. in **more complex cases** where they need to acquaint themselves with the details before they dial the call.

Working with calls

In Manual Campaigns, when agents are ready to call the next campaign record, they load it manually by clicking a button, read the information available in the record and then dial the call manually as well.

After the call is completed, agents enter the information they have collected into the campaign form, select a status and save the record. If they don't reach the customer or if they need to speak to them again, they can reschedule the call for later.

Additional Functionality

You can limit the time agents have at their disposal in each step of the campaign, making use of the automatic "Lazy" pause if they exceed the time limit, e.g. when they load the next record after a finished call.

Manual Campaigns are great for:

- Complex cases
- Custom tailor-made offers



Progressive Campaign Outbound campaigns

Progressive Campaigns automate many of the steps taken manually in the Manual Campaign. Compared to Manual Campaigns, this type of dialling can be quicker and **more effective**, allowing your agents to go through **more calls** in a day and making sure that customers that are not reached are contacted again.

Working with calls

When an agent has no open activities, a new record is loaded automatically. Agents then have a predefined time to read the record form and when the time runs out, the call is dialled automatically.

If the customer does not answer, the form closes and you can select how many times the campaign will try to call them again and at what intervals, all automatically. When the agent has spoken to the customer and has filled out the record form, another record will be loaded after a time of your choosing.

Additional Functionality

When a call is not connected (busy, declined, etc.), statuses can be automatically set depending on why the customer was not reached, allowing you to easily filter out which campaign records are at which stage in the campaign process in real time

Progressive Campaigns are great for:

- Maintaining relationships with customers
- Best customer experience



Predictive Campaign Outbound campaigns

Predictive Campaigns make the most use of agents' time. They are ideal for situations where you need to dial a large number of calls – while some customers may hang up while waiting to be connected, this type of campaign can be **very effective for calls with a low connection success rate** such as consumer calls.

Working with calls

Unlike Progressive Campaigns where the agent calls a single customer, Predictive Campaigns dial several calls per each available agent and only distribute calls to them once the customer has answered.

Daktela calculates the ideal number of dialled calls based on recent call traffic.

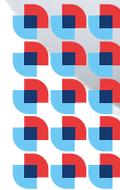
Just like in Progressive Campaigns, you can set up how many times each number is called again if the customer does not answer or hangs up before being connected, and statuses are fully automated.

Did you know...

From an agent's point of view, Predictive Campaign calls look like incoming calls. Agents only interact with record forms once they are speaking with a customer.

Predictive Campaigns are great for:

- Telemarketing
- Market research
- Sales prospecting



Robocaller Outbound campaigns

Robocaller Campaigns can be used either to **convey information** to customers, such as using Text-To-Speech to read out the customer's account balance from an external system when it drops below a certain amount, or to **collect information** from them, such as customer care satisfaction surveys using IVR trees.

Working with calls

Robocaller Campaigns are fully automated and require no agents to work. Just set up your campaign records, the announcements you want to play back to your customers and the times when you want Robocaller to make calls. Daktela will take care of the rest.

Additional Functionality

After the customer listens to the automated call, you can also add the option of connecting them to a live agent. This turns the outbound call into an inbound one and lets the customer follow up on the information they have received from the robocall.

Robocalls are great for:

- Automated cash collection
- Public opinion surveys
- Automated customer satisfaction surveys

