

# Mitel MiContact Center Outbound Sales Battlecard



## Background

Mitel® MiContact Center Outbound is a preview, power, progressive, and predictive outbound dialing solution that includes sophisticated campaigning and agent scripting capabilities. With MiContact Center Outbound businesses can drive agent productivity and quality customer experiences through automated outbound dialing, CRM tools to facilitate first contact resolution, and scripting capabilities to ensure business process compliance. It also enables businesses to increase revenues and control operating costs, through outbound solutions to help drive lead generation, help increase sales conversion rates, and keep agents busy with outbound and multimedia interactions. Finally, MiContact Center Outbound simplifies IT management, through a variety of visual programming interfaces that make complex dialing, scripting, and campaigning problem sets simple for contact center personnel.

## Solution Differentiators

### EASE OF CONFIGURATION, ADMINISTRATION, AND AGENT USE

MiContact Center Outbound offers a unique visual environment at every step of the contact center process, from the development of outbound campaigns, to agent scripting, to the unified agent desktop. All CRM, outbound dialer, scripting, and call strategy and recycling capabilities are tightly integrated with each other. This makes using our solution quick and easily to learn, deploy, and use. MiContact Center Outbound offers visual

interaction design for CRM definitions, data import and export, report creation, list manipulation, team management, call strategy definitions, data segmentation and call scripting. These visual programming interfaces allow the creation and deployment of an average outbound dialing campaign be complete within hours. This visual interface is extended to the agent desktop, which easily integrates to diverse external applications (Web, EXE, etc.) and external databases to provide a unified desktop experience for agents.

### SOPHISTICATED, PATENTED DIALER TECHNOLOGY

MiContact Center Outbound uses a standardized CTI interface that provides screen pop and scripting capabilities based on dialed digits or caller ID, outbound dialing, voice and data transfers (conference, consultative or blind), voice and data hold and park functionality, and manual or automatic scheduling of callbacks. Screen pop and scripting is also supported for inbound/outbound blended contact center operations.

Our sophisticated, outbound dialer technology can operate interchangeably in the following modes: preview (click to dial), progressive, power, and predictive dialing as well as in 'unattended' mode for automated messaging.

Unlike other competitor outbound dialing solutions, the MiContact Center Outbound dialer includes "script aware" patented technology which takes an agent's progress and placement in an outbound script into

consideration when calculating predictive dialing algorithms. This allows our predictive dialer to maintain high levels of performance even when the size of the contact center team working from the list is small (under ten agents).

### 0% ABANDONED CALL RATE WITH SNODROP™

Until now it had always been accepted as a fact that all predictive dialers generate abandoned calls. This was perceived as an unavoidable consequence of the probabilistic nature of predictive algorithms, which would occasionally connect more calls than the number of agents available to handle them.

MiContact Center Outbound changed all that by delivering new revolutionary technology (named SNoDrop™), which is demonstrably able to deliver full-strength predictive dialing with 0% abandoned calls. This innovation has been in live production for several years and has been shown to deliver this unprecedented result time after time.

### LIVE PERSON DETECTION (LPD™)

MiContact Center Outbound also includes a Live Person Detection (LPD™) unique patented technology that overcomes the challenge of inaccurate Answering Machine Detection (AMD). Over the past few years, the difficulties associated with correctly identifying automated devices and the silent calls associated with unacceptable levels of AMD misidentification have caused regulatory bodies around the world to severely restrict the use of AMD techniques, to the point where they have been all but banned from use. The MiContact Center Outbound LPD™ solution does away with the initial pause

(typically 2 seconds or more) associated with AMD technologies, which often causes the called party to hang up before a live agent can identify themselves. Our solution is also unique in that it works independently of the answering device and is equally able to remove calls to answerphones, mobile voicemail, and network services.

## ADVANCED OUTBOUND TOOLS

In addition to the outbound dialing solutions offered by MiContact Center Outbound, we also offer fully integrated multimedia outbound campaigning capabilities for email and SMS outbound or blended environments.

Other advanced outbound capabilities include highly sophisticated call recycling and outbound strategy design tools. MiContact Center Outbound also offers dynamic, interactive call and queue controls.

Using our supervisor desktop, users can change call states (queued, sleeping, scheduled, never call, etc.), assign calls to specific agents and teams, select calls using segmentation filters, all using efficient and effective visual data segmentation and queuing tools.

## COMPLIANT AROUND THE WORLD

MiContact Center Outbound offers complete peace of mind for dialer users by complying with strictest regulatory regimes around the world, including US FCC TCPA regulations (including wireless numbers) as well as UK Ofcom and ICO directives.

## SECURE, RESILIENT, AND SCALABLE

Our solution is compatible with Microsoft Active Directory and is Payment Card Industry (PCI) compliant. Our MiContact Center Outbound portfolio offers a variety of resilient configuration options as well as VMware or Hyper-V virtualization and can support systems with unlimited numbers of agent positions. The system can be delivered on premise, hosted or from the cloud and can operate in conjunction with any PBX (Mitel or not) or no PBX at all.

## Ideal Customer Profiles

Our outbound contact center solution is tailored to meet the needs of any organization with a significant focus on outbound customer contact. It is beneficial across a wide range of market segments and verticals, for example: outsourcing, debt collection, mass notification, insurance, media, services, legal, fundraising, utilities and many others.

## Feature Packs

Our outbound solution offers several modules which 'stack up' to deliver the precise combination of features required.

### CONTACT CENTER PROCESS SCRIPTING

This delivers the basic user interface and agent call control.

### CONTACT CENTER TACTICAL CRM

This provides a completely configurable multi-tenanted customer data and contact history repository.

### PREVIEW / PROGRESSIVE DIALER

This license adds basic dialer functionality allowing agents to request the next record and dial from the screen as well as automatically enable the system to "feed" such calls to agents.

### PREDICTIVE DIALER ADD-ON

As an add-on to the preview/progressive dialer, this delivers full power and predictive dialing capabilities as well as unattended dialing (auto-dialing for mass notifications, collections, etc.)

### CALL MANAGER

This delivers the full MiContact Center Outbound autonomous SIP telephony platform complete with inbound ACD, IVR, Call Recording and Blending and is required in order to enable the Advanced Dialer features below.

## ADVANCED DIALER

This delivers all the advanced dialer features such as Answer Machine Detection, LPD™ (Live Person Detection), SNoDrop™ and more, for truly demanding or intensive outbound dialing users.

## CONTACT CENTER FEATURES

MiContact Center Outbound offers the following features and functionality from a visual, easy to use user interface:

- *Outbound dialing: power, preview, progressive, and predictive*
- *Live Person Detection – LPD™*
- *SNoDrop™ - predictive with 0% abandoned calls*
- *Campaign management*
- *Call management*
- *Visual agent scripting*
- *Inbound, outbound, and blended call routing*
- *Regulatory compliance worldwide*
- *Call pacing*
- *Historical and real-time reporting*
- *Multi-channel support (outbound email and SMS)*
- *Active Directory integration*
- *PCI compliance*
- *Unified agent desktop experience with third-party integrations (Web Services, EXE, and CRM, Dialer, Monitor, and List Selection APIs)*

## CONTACT CENTER BENEFITS

With MiContact Center Outbound, businesses can:

- *Increase agent productivity with reliable, high-quality customer experiences*
- *Improve profitability per customer through increased customer retention and buyer conversion rates*
- *Maximize campaign performance with sophisticated campaign management tools*
- *Improve supervisor decision making with real-time and historical business analytics and dynamic agent call controls*
- *Minimize downtime and risk by ensuring business continuity and regulatory compliance*

## Qualifying and Probing Questions

- *Do agents manually dial to make outbound calls? Are they using individual lists or spreadsheets for outbound dialing lists?*
- *Do your agents have to use multiple, disconnected systems in order to do their job?*
- *Do your agents follow documents or notes to use as scripts during customer interactions?*
- *Are your IT administrators burdened with managing outbound dialing and campaigning tools?*
- *Do you have reporting tools in place to ensure efficient contact center operations?*

## Resources Available

- MiContact Center Outbound Brochure
- MiContact Center Scripting Brochure
- MiContact Center Outbound General Information Guide
- MiContact Center Outbound Customer Presentation
- Case Studies
- Licensing Guide

All resources can be found on InfoChannel: Mitel – Worldwide > Products & Solutions > MiContact Center > MiContact Center Outbound.

See Mitel eDocs ([edocs.mitel.com](http://edocs.mitel.com)) for engineering guides, sales tools, report guides, installation guides, user guides, sales documents, corporate policies, and training information.