

# SMARTBOUND™

Patented outbound technology designed to promote responsible and considerate yet super-efficient dialling.

**Does your business need to streamline your outbound contact centre operations and automate outbound dialling?**

**Are your agents burdened with multiple business systems in order to do their jobs?**

**Does your business struggle to comply with rules and regulations surrounding automated outbound dialling?**

**Are you faced with pro-actively reaching customers for messaging, like appointment or payment reminders?**

**Do you need tools to accelerate lead generation and close sales?**

**Are your IT administrators faced with the challenges of configuring a contact centre solution they don't understand?**

If you answered yes to any of these questions, Noetica SmartBound™ can help you drive agent productivity and customer experience, increase revenues, control operating costs and simplify IT management.

## KEY FEATURES

- Automate outbound dialling to improve agent efficiency
- Remove the administration burden from IT
- Ensure regulatory compliance
- Empower agents with tools for first-contact resolution
- User-friendly, visual campaign management

Noetica SmartBound™ is much more than a simple outbound dialler, it is a comprehensive, integrated outbound strategy management suite. Noetica SmartBound™ supports all modes of outbound dialling and multi-channel capabilities and includes a wide range of campaign management tools. In addition to this, our solution is tightly integrated into our light touch Customer Relationship Management (CRM) system and Synthesys™ agent scripting modules to form a complete solution that meets a wide range of outbound contact centre requirements.

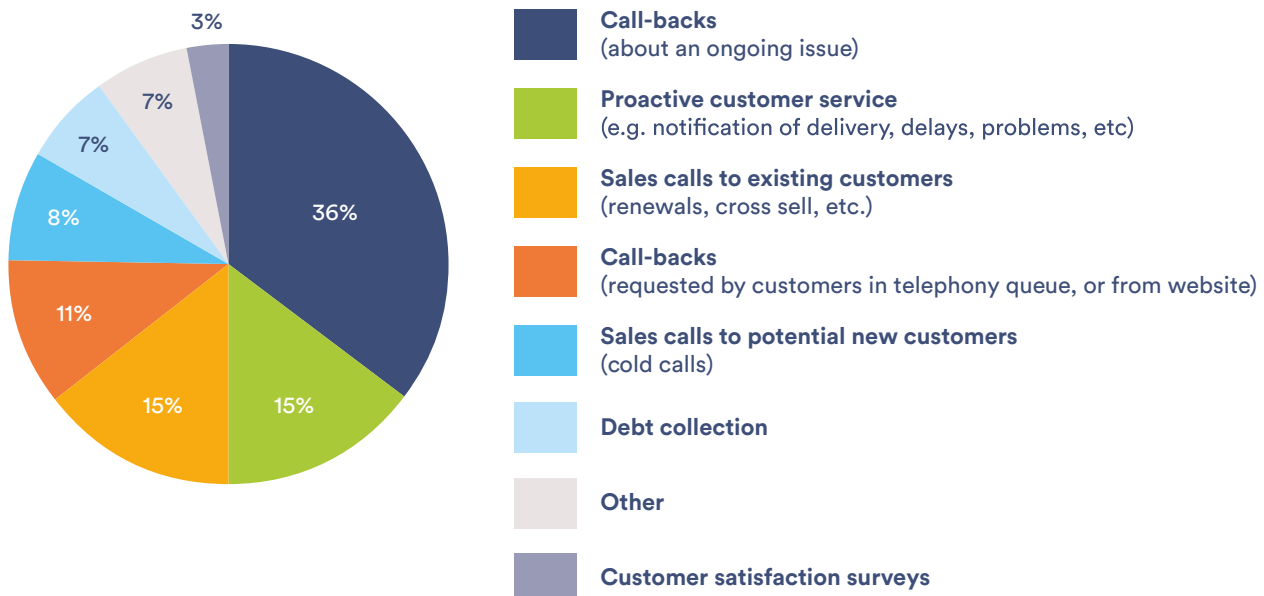
## OUTBOUND: A MISUNDERSTOOD CHANNEL

The use of outbound diallers is one of the most misunderstood practices in the field of contact centres. The public perception of this technology is often confused with 'cold calling' & scammers, an association that has proven toxic to a technology that has many important and useful implementations ranging from medical appointments to mass emergency notifications.

Although diallers can be misused, and they sometimes are, in the clear majority of cases they are deployed responsibly by organizations that put them to good use in many ways beneficial to their customers. Indeed, in the UK, less than 6% of all outbound dialed calls are cold calls. Most outbound activity is focused on proactive customer contact, calls to existing customers, debt collection and customer satisfaction surveys.

With this in mind, the Noetica dialler is designed to encourage responsible use of this channel in order to deliver all the benefits of outbound dialling whilst minimizing any unwanted annoyance to the public.

### Outbound activity



## AUTOMATE OUTBOUND DIALLING

One of the biggest challenges facing any outbound contact centre is keeping agents busy and talking. With Noetica SmartBound™, this can be achieved by requesting and automatically connecting agents to outbound calls, so that their productivity can be optimized. With the ability to screen pop customer information on the desktop, you can enable them to make informed, personalized outbound contact with your customers. This significantly reduces the costs of operating a contact centre.

**NOETICA SMARTBOUND™ INCLUDES SIMULTANEOUS SUPPORT FOR THE FOUR MAIN OUTBOUND DIALLING MODES: PREVIEW, PROGRESSIVE, POWER, AND PREDICTIVE AS WELL AS UNATTENDED DIALLING, A FORM OF POWER DIALLING WHERE THE AGENTS ARE BEING REPLACED BY INTERACTIVE VOICE RESPONSE.**

**Preview dialling** allows agents to request the next call to make, view available customer information and decide whether to place a call or not using a click-to-dial function. This is especially useful in situations where agents need to gain in-depth knowledge of the customers' circumstances and interaction history before contacting them.

**Progressive dialling** expands on this functionality by automatically making outbound calls and screen popping them on the agent desktop after an agent is idle for a configurable period of time. This is useful for environments where call centre agents do not require in-depth familiarization with the customer's details before the call is made, such as telemarketing or fundraising. When using preview or progressive dialling, it is the responsibility of the agent to disposition all calls manually whether connected or not.

**Power dialling** further automates the outbound dialling process by delivering only connected calls as agents become free. In this mode, the agent is shielded from all non-productive calls which are classified automatically by the dialler. This mode of dialling is often used in campaigns addressed to existing customers where there is high sensitivity of not abandoning any connected calls. However, in this mode agent wait times between calls can be long as the dialler will only dial one call at a time for each free agent.

**Predictive dialling** is the most productive form of dialling automation, as it delivers only connected calls to agents while at the same time keeping agent wait times to a minimum. It does this by constantly analysing key parameters of dialling performance such as the connect rate for a list and the average call durations which are fed into various probabilistic engines that predict the amount of over-dialling needed to balance agent performance and low call abandonment rates.

## 0% ABANDONED CALL RATE WITH SNODROP™

Until now it had always been accepted as a fact that all predictive diallers 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.

Noetica SmartBound™ changed all that by uniquely creating new ground-breaking technology (named SNoDrop™), which is demonstrably able to deliver full-strength predictive dialling with 0% abandoned calls. This innovation is unique to Noetica, has been in live production for several years and has been shown to deliver this unprecedented result time after time.

## LIVE PERSON DETECTION (LPD™)

Another remarkable innovation available with the Noetica dialler is Live Person Detection (LPD™), a 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 Noetica SmartBound™ LPD™ solution is not only highly accurate but uses AI techniques to do 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 filter out calls to answering phones, mobile voicemail or network services.

## ENSURE REGULATORY COMPLIANCE

All around the world, regulatory bodies are adopting strict legal controls over the use, and abuse, of automatic dialling equipment and failing to comply with these regulations can result in heavy fines for your business. The Noetica SmartBound™ dialler incorporates a range of technologies aimed at ensuring that you remain fully compliant, wherever you are in the world.

The dialler is self-pacing so that abandoned predictive calls are kept strictly within the legally permitted levels automatically and without the need for administrator intervention. When in use, our unique SNoDrop™ technology can, of course, completely eliminate abandoned calls unlike any other dialler on the market.

Any abandoned calls from the dialler result in a short, recorded message and configurable granular caller ID is always presented to recipients of automated outbound calls.

## BUILT-IN CONTACT CENTRE CRM

The light touch tactical CRM forms the basis of the Noetica SmartBound™ solution by providing agents with the advantage of having an overall view of the customer's information plus a complete history of previous interactions as well as all other information necessary for a successful call.

Unlike other CRM systems, the Noetica SmartBound™ CRM is dedicated solely to supporting contact centre processes. Other diallers simply treat numbers on calling lists as records, whereas the Noetica SmartBound™ solution treats records as people or customers. By building the dialler on top of the CRM system, the Noetica SmartBound™ solution is able to provide more personalized customer experiences.

Knowing as much as possible about the people you are contacting is key to allowing your business to intelligently segment caller lists into individual groupings which share similar characteristics. This not only enables you to plan more efficient outbound campaigns but results in an increase in list penetration and conversion rates. The Noetica SmartBound™ CRM also seamlessly integrates with Noetica's Synthesys™ Scripting capabilities.

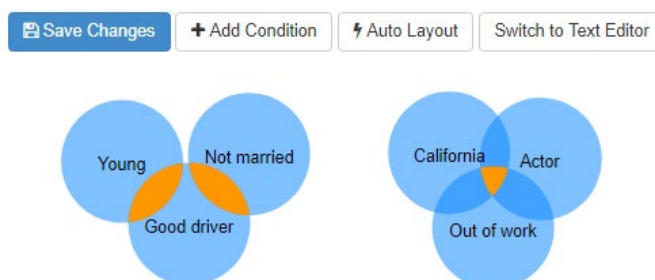
## INTELLIGENTLY MANAGE CAMPAIGNS

Everything in Noetica SmartBound™ is related to the concept of a campaign. From business processes, to agent scripts, to the CRM data used, to the specific teams assigned certain types of work, campaigns can involve inbound or outbound voice channels, web chat, email, or simply work flows. The most powerful manifestation of the Noetica SmartBound™ campaign functionality is in the context of outbound contact. Our dialler is fully integrated with campaign capabilities to deliver sophisticated, intelligent, multichannel customer contact.

Advanced campaign strategies are applied to the dialler in order to maximize conversion rates, contact rates, and list penetration. It is a way of designing outbound campaign templates that allows you to deploy multiple campaigns fast and control them simultaneously with ease. Even with the most efficient dialler in the world, you could still have low contact and conversion rates because you are contacting people at the wrong time, using the wrong agents or offering the wrong products or incentives. This is where Noetica SmartBound™ can provide enhanced value to your outbound operations.

Our campaign management provides unique list segmentation tools based on the visual manipulation of Venn diagrams. This is an excellent example of how we are able to make technology accessible to non-technical users. Most other campaign management applications tend to require the use of SQL or other technically minded tools to filter records into various lists. This can delay the deployment of tactical campaign strategies.

In Noetica SmartBound™, this is simply a drag-and-drop tool involving the manipulation of visual objects, which can be learned and performed quickly by any non-technical user within your business.



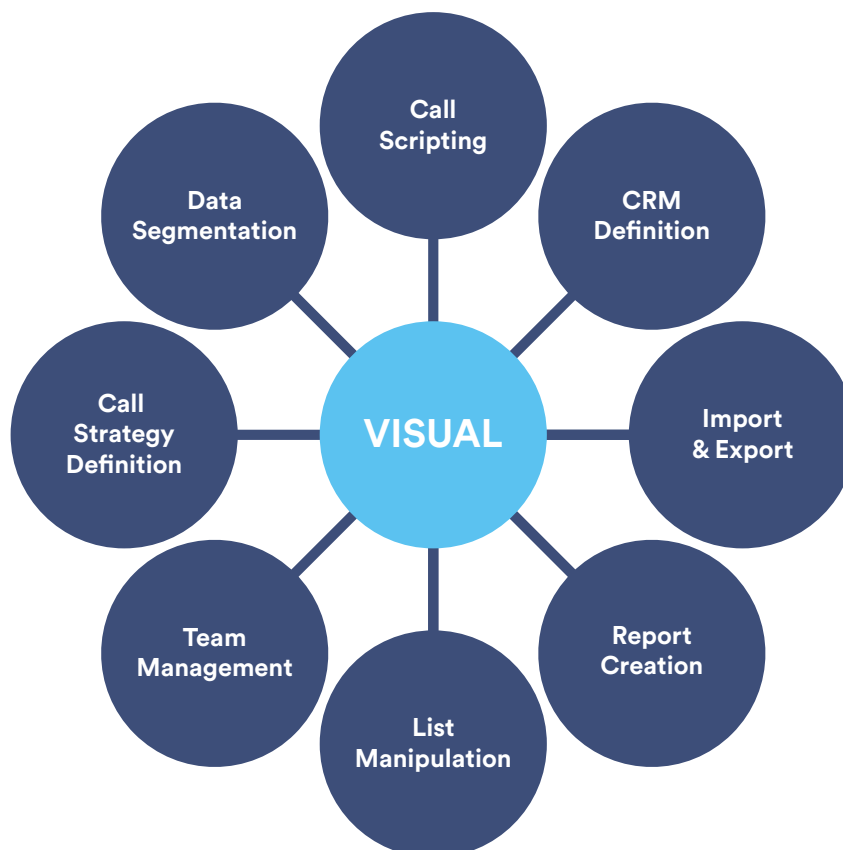
## OTHER POWERFUL FEATURES:

- Visual call recycling strategy management to ensure consistency of retries for failed calls across the entire campaign
- Automated scheduled data imports using a wide range of sources such as files, spreadsheets, and databases
- Weighted blending of lists to deliver varied work to agents and still adhere to campaign specific SLAs
- Manage list quotas, so that a list can stop delivering records when certain conditions are met
- Use sophisticated parameters to determine how each list is processed. For example, you can choose to try each record once before making a second attempt or save untried record for such times that there are no retries to be made
- Choose when you may wish to link call backs to individual agents and when to offer these to the entire team

## EVERYTHING IS VISUAL

The Noetica SmartBound™ solution is built to make seemingly complex tasks easy to solve visually and intuitively. Our suite of outbound contact centre solutions offers a comprehensive, visual, and user-friendly experience including:

- Visual data segmentation and list creation
- List prioritization
- List blending (with weighting)
- Visual, powerful and intuitive call recycling strategy builder
- Web services API for list insertion / update
- Easy dynamic assignment of agents to campaigns with no down time
- Real time record suppression utility avoids unnecessary and possibly awkward calls
- Quota management
- Bulk queue changes
- Multimedia enabled (email & SMS blasts)
- Advanced on-screen telephony agent tools (various call transfers, hold, break, etc.)



The Noetica SmartBound™ solution is built on an open platform. This modular approach allows developers and IT staff to add custom and advanced features quickly and easily, without affecting the core system. We also offer the ability to integrate multiple and diverse external applications and databases to provide a seamless unified agent experience. For example, using integrations with third-party applications, you could automatically deliver data or user interface elements from external applications at the precise moments they may be needed during a customer interaction, based on preconfigured business processes within the scripting tool.

## EFFECTIVELY MEASURE AND MANAGE YOUR OPERATIONS

While other outbound contact centre solutions focus primarily on Key Performance Indicators, which are nothing more than agent metrics (calls handled, average call duration, etc.), Noetica SmartBound™ enables businesses to produce and analyze reports that link both business transactions and agent performance. Whether you are trying to analyze the relationship between agent skills and sales values or between time of day and conversion rates, all the metrics you need to efficiently and effectively measure the success of your outbound campaigns are only a few clicks away.

### Some generic contact centre reports:

- Campaign Metrics
- Team and Individual Agent Performance
- Dialler Performance
- Data Journey
- List Penetration
- KPI Analysis

### It also can provide campaign-specific reports, such as:

- Call Result Distribution
- Data Capture Results
- Calculated, Campaign-specific Financial Results

Noetica SmartBound™ also includes real-time monitoring capabilities. The dashboard and wallboard tools provides a constant stream of real-time, precise, and extensive information to contact centre administrators, managers, and supervisors about the current activities of your business.

### Dashboards & wallboards provide hundreds of real time statistics

- By Team
- By Campaign/List
- By Agent
- Dialler Performance

Due to the tight-knit integrations between our dialler, scripting, CRM, campaigns and voice platforms our dashboards can provide up-to-the-second complete information related to agent activity.

For example, a supervisor can monitor what script each agent is following, what customer they are speaking with, how long they've been on calls, and even how long they've been on a specific step of the current script. Dashboard data is presented in either tabular or graphical form (charts, graphs, etc.) and ensures that your contact centre managers and supervisors always have the tools they need to make prompt, informed decisions about your operations, ensuring the highest level of customer experience.

## MODULAR SOLUTION TO MEET YOUR BUSINESS NEEDS

We recognize that every contact centre is different, so we offer our Noetica SmartBound™ suite of solutions through modular licensing. As your requirements evolve and grow over time, you can easily and cost-effectively add on functionality to your existing operations.

### Features

- Outbound dialling: power, preview, progressive, and predictive
- Tactical Customer Relationship Management
- Process driven scripting
- Third-party integration
- Unified desktop
- Web self service
- Real-time and historical reporting
- Telephony integration with all Mitel Platforms or standalone

### Benefits

- Increase agent productivity through minimized downtime
- Facilitate first-contact resolution and business process compliance
- Provide knowledgeable, high-quality customer experiences
- Increase profitability per customer interaction and conversion rates
- Improve customer retention through proactive customer interactions
- Maximize campaign performance with sophisticated campaign tools
- Improve supervisor decision making with real-time and historical business analytics
- Minimize risk by ensuring business continuity and regulatory compliance
- Make complicated problems easy to solve with visual diagramming interfaces

