

## Boost your dialing campaigns.

### **Teleservices | Collections | Telemarketing | Fundraising**

Proactive outbound dialing campaigns can help increase revenue, retain customers, and reduce expenses. Especially when you use the patented predictive algorithm of Interaction Dialer.

Rely on Dialer to keep agent productivity high and idle time low – while multichannel capabilities bring these same efficiencies to email, SMS, and more.

### **Meet business needs.**

For single, targeted dialing outreach or a continual series of multichannel outbound campaigns, Customer Interaction Center's™ (CIC) Interaction Dialer® solution allows you to create campaigns of every kind without adding predictive dialer hardware.

## Interaction Dialer Capabilities

Interaction Dialer supports proactive customer calling campaigns with preview, power, predictive, precise, and agentless modes.

### **Call analysis**

Detect what action takes place once an outbound call has been made – ring/no answer, busy signal, fax tone, answering machine, and live answer.

Distinguish between temporary and permanent SIT/tri-tones – where permanent tones are removed from the database, and temporary tones are slated for callback. The result? Your agents receive only those calls that reach the targeted party.

### **Multi-campaign dialing**

Run multiple campaigns against a workgroup, and assign priorities to determine the volume of calls placed from each active campaign.

### **Goal-oriented outbound campaigns**

Target distinct customer groups at specific times of the day or week using patented, skills-based dialing for goal-oriented, outbound campaigns. As agents are logged onto multiple campaigns, overall productivity dramatically increases with ease of administration for even the most complex tasks.

### **Manual calling**

Set up campaigns that limit calls to manual only. This ensures no automated calls are placed and maintains the benefits of agent and call list management.

## Make the most of your agents.

Rely on Interaction Dialer to do more than automate dialing. Use the advanced, predictive algorithm to forecast when agents will become available.

The patented algorithm uses real-time statistics to estimate when each agent will finish a current call and adjusts dynamically as factors change. The system queues and places multiple outbound calls while agents are busy to ensure a targeted party answers the moment an agent becomes available.

### Improve agent utilization with additional features.

**Call blending.** Combine outbound and inbound call activities when paired with the ACD capabilities of CIC.

**Skills-based dialing.** Label each agent's abilities, skill sets, and proficiency. As campaigns run, a patented formula determines the skill needed for a particular outbound call and determines if an agent with the needed skills will be available.

**Agent performance insight.** Give supervisors real-time information they can use to identify agents performing outside a target range and take necessary action.  
The result? Fewer abandons, a better customer experience, and agent productivity that can approach 100% utilization.

**Go agentless with IVR, email, SMS and more.** If your proactive customer outreach includes more than just a voice call, use Interaction Dialer to define versatile communication campaigns that send an email or a fax, an SMS message, or route a live caller to an IVR script.

**Don't forget about compliance.** Address the variety of rules and regulations pertaining to outbound outreach – regardless of industry.

**Do Not Call (DNC)** – Perform just-in-time state and national DNC scrubbing, where numbers can be checked against a third-party database prior to dialing via a secure connection.

**Federal Trade Commission (FTC)** – Support FTC safe harbor call logging, caller ID, and minimum connect times.



#### About Interactive Intelligence

Interactive Intelligence (Nasdaq: ININ) is a global provider of enterprise-grade collaboration, communications and customer engagement software and cloud services that help customers improve service, increase productivity and reduce costs. Backed by a 21-year history of industry firsts, 22 patents and more than 6,000 global customer deployments, Interactive offers customers fast return on investment, along with robust reliability and security. The company gives even the largest organizations an alternative to unproven solutions from start-ups and inflexible solutions from legacy vendors. Interactive has been among Software Magazine's Top 500 Global Software and Services Suppliers for 14 consecutive years, has received Frost & Sullivan's Company of the year Award for five consecutive years, and is one of Mashable's 2014 Seven Best Tech Companies to Work For. The company is headquartered in Indianapolis, Indiana and has more than 2,000 employees worldwide. For more information, visit [www.inin.com](http://www.inin.com).