

## DATA SHEET



“ From Healthcare to Education, Outbound Campaigns can provide quick return-on-investment in a variety of business environments...”

TFB Automated Outbound Campaigns provides integrated dialing, routing, and message delivery for use in a wide variety of applications. From Healthcare to Education, Outbound Campaigns can quickly deliver ROI through proactive customer contact about appointments, past-due accounts, sales follow-ups, and literally hundreds more applications...

### Benefits of Automated Outbound Campaigns

The typical campaign application pays for itself quickly by reducing the labor required for notification, *and* reducing the cost to your organization of missed appointments, late payments and similar burdens.

- **Fast ROI** – Cut costs, collect bills, confirm appointments, and notify customers in emergencies or when crucial systems change
- **Two types of campaigns** – Direct to Agent, Direct to IVR (Agent-less)
- **Agent-less campaigns** – Use IVR to speak prerecorded messages to customers, such as account balances, due dates, appointment times. With optional Text-to-Speech module, speak names and other information from your data that is not pre-recordable
- **Blending** in a call center environment – Direct to Agent campaign calls can be blended with inbound calls and other traffic to ensure efficient use of agent resources
- **Pre-record Messages**– Direct to IVR campaigns allow authorized users to record and re-record the script as they see fit
- **Run multiple simultaneous campaigns** of both types. Each campaign can be configured uniquely.
- **Automatic or Manual** – Schedule campaigns to run automatically or start manually from any PC on your LAN

### Typical Applications

From the Financial sector to Healthcare, and across industry, IVR campaign applications can enhance or replace many of the functions performed by your staff. Here are just a few of the applications.

- Healthcare appointment reminder
- Billing and collections
- Absentee Notification
- Emergency Notification
- Service and Installation appointment reminder
- Touch tone customer surveys

These are just a few examples, and each organization has its particular requirements and priorities, so applications are customizable.

### Sizing – Calculating the Number of IVR Ports Required

For Direct to IVR campaigns, where messages are delivered to the customer or their voice mail through IVR, you must reserve IVR ports exclusively for campaigns. Note that campaigns can be shared across these IVR ports, but other applications can't use them.

(Sizing cont'd)

The number of ports required will depend on the length of the script AND the hours the campaign is to be run. This can be calculated using the following guidelines. This is an estimate and actual port usage may vary.

1. Time the length of the script in seconds by speaking it out loud. Factor in additional time if they ask the caller a question or perform a database update. Include time for at least one retry of any question asked of the caller.
2. Take the seconds in step 1 and add 45 seconds, this is for call progress overhead as well as retries needed for unsuccessful calls such as a busy signal.
3. Take the figure from step 2 and multiply by the number of calls to be made for this campaign. This will yield the total number of seconds of port time needed for this campaign. Divide by 60 to calculate the port usage minutes required.
4. Now, determine the call window. For example, if the call window is 3 hours, each port allocated will yield 180 minutes of usage.
5. Divide the port minutes required (step 3) by the port minutes available in this call window (step 4). The answer will yield the ports required to run this campaign. Repeat this calculation for each campaign.

#### Sample port sizing scenario:

1. Assume that Campaign 1 takes 60 seconds to speak the message, no questions asked of caller.
2. Add 45 seconds for overhead. (105 seconds)
3. Let's say you would like to make approximately 500 calls per day  $((500 * 105) / 60) = 875$  minutes of port usage.
4. Calls will be placed between 6:00pm and 9:00pm, 3 hours = 180 minutes.
5.  $(875 / 180) = 4.86 = 5$  ports required for Campaign 1.

**Technology for Business**  
Corporate Headquarters  
1112 Ocean Drive, Suite 202  
Manhattan Beach, CA 90266  
Ph 877-612-4TFB  
F 310-372-5486  
www.tfb.com

#### More Automated Outbound Campaign FAQs

- Q** What type of dialing is it designed for? Predictive dialing? Power Dialing?
- A** The Direct to IVR type is straight power dialing, with the option to leave a message based on voicemail detection. Direct to Agent campaigns are a form of preview dialing, which allows integration of the outbound call to *TFB Screen POP* and an option to whisper a prompt campaign specific to the campaign.
- Q** What is in the base package?
- A** The package includes a GUI configuration screen to set up campaigns, the campaign manager, and daily campaign reports in text format. Options include custom scripts for speaking information from you data, and Text-to-Speech for speaking non-numeric data like names and addresses.
- Q** What is unique about the TFB system?
- A** Unlike standalone black box dialers, TFB allows full call blending in conjunction with the ACD and other packages. TFB reporting and screen pop packages also integrate easily with the application.
- Q** What if no one answers a call?
- A** For Direct to IVR, the system can leave a message on voice mail. TFB also allows the option to prompt for customer touchtone input to confirm the presence of a live person. Direct to Agent campaigns are fully integrated with ACD functionality, so the agent decides how to handle a busy or no answer. TFB provides desktop control for agents to mark calls for retry.
- Q** Is there an upper limit to the number of calls the system makes?
- A** There is no practical limit inherent to the system. External limitations are the primary concern – the available trunks, your IVR port capacity for Direct to IVR calls, and the number of available agents for direct to agent calls. See the section above to calculate port usage for Direct to IVR campaigns.

**Q** How do we get a list of names and telephone numbers into the IVR system?  
**A** The campaigns are driven by *your customer data*. Right from the box, the outbound campaign system will accept a comma-delimited ASCII file, a format that can be exported from nearly every database package.

```
0001,3105551212,Jane Smith,20041215|1115AM|Dr. Johnson,1112222,  
0001,3105551213,John Smith,20041215|1130AM|Dr. John Carp,2223333,  
0001,3105551214,Jane Doe,20041215|1145AM|Dr. Roch Smith,3334444,  
0001,3105551215,John Doe,20041215|1315PM|Dr. Jules Beamer,4445555,  
0001,3105551216,Brett Johnson,20041215|1330PM,Dr. Wayne Miles,5556666,
```

The first field is simply a 4-digit campaign number you assign, followed by the phone number, and then user fields that allow the system to be flexible enough to accommodate your requirements.

### **Who Uses TFB Automated Outbound Campaigns**

TFB campaign package is deployed across a wide variety of industries and applications. These are a few samples.

**Elmhurst Hospital**, Queens NY – Appointment Reminder  
**Enron / Northern Natural Gas** – Emergency Notification  
**Fortunoff** – Scheduled deliveries, appointment reminder  
**Transwestern Pipeline** – Emergency Notification  
**Americorp** – Late Payment reminder, new customer welcome, and collections  
**People's Choice Home Loans** – Direct to Agent  
...and more.

### **About Installation**

TFB packaged applications install quickly and with minimal hassle. With the switch in place and configured, a typical installation happens in 1 to 2 days! Want more details? TFB can put you in touch with one of hundreds of satisfied customers who have already experienced installation.

### **About Purchase**

TFB sells through authorized dealers across North America. Ask your dealer about TFB or call us toll free at 1-877-612-4832 for a dealer near you.

### **About TFB**

TFB offers packaged and custom solutions for NEC, Nortel, Mitel, and Avaya ACDs, providing software enhancements and features that are scaleable and open. Applications include agent tools and automated call handling for contact centers of any size, as well as targeted solutions for healthcare, hospitality, government, education, and nearly every industry.

**TFB** TECHNOLOGY  
FOR BUSINESS  
*We open systems...*