



*“They were trying to tell me Campaign Management took a lot of time!”*

## Demand Voice Campaign Manager

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*Need to proactively reach your customer base, but are restricted by cost and resources?*

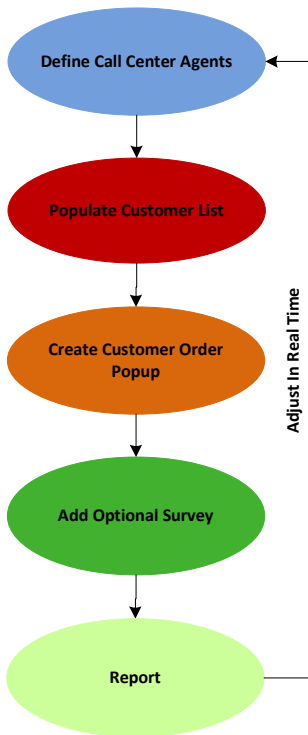
Campaign Manager is an outbound Campaign Management Tool which enables any organization to simply and cost effectively maximize Call Centre Agents.

Through Campaign Manager’s user friendly web interface, a Call Centre Manager can quickly configure a customer list and orders, distribute Call Centre Agents to target specific customer groups and then monitor and report on calls processed. By adding Survey Module, you can easily construct and add a survey as part of the campaign.

Unlike traditional Predictive Dialer solutions, Campaign Manager allows your Call Centre Agents to use existing communication infrastructure. All you need is a telephone line and Internet access and once a Call Centre Agent has been added via Campaign Manager’s web interface, an autodial system filters out busy and “not a valid number” calls, putting through only valid telephone numbers, thus improving lead quality. A Call Centre Agent can decide whether to service the call as prompted by the pop up information to process an order or fill out a survey.

In real time and at the click of a button, Campaign Manager also provides the ability to generate powerful reports on the campaign calls processed with several different views including today, yesterday, this week, last week, this month, last month, this year and last year.

## Campaign Manager Solution



**STEP 1:** Using Web interface, Call Center Manager defines a Call Center Agent with name, telephone and target customer group.

**STEP 2:** Call Center Manager populates customer list via CSV file upload or manually adds customer entries.

**STEP 3:** Call Center Manager simply selects fields to configure customer order popup for Call Center Agents.

**STEP 4:** Via Web interface, create questions easily by entering questions and answer format from drop down list (eg true/false, 1-10, list of options), free form to more complex answer formats.

**STEP 5:** Generate reports on campaign calls processed via different views including today, yesterday, this week/month/year to last week/month/year. Change campaign strategy in real time.

Campaign Manager can be implemented by the business, quickly and easily following the simple 5 Step Process outlined above.

*This is available as a fully hosted, out of the box service. Calls maybe processed by the Demand Voice Platform which is configured for optimal performance and is fully redundant*

### Survey Module

*Using a simple Web interface, design and deploy a survey to capture your customers' thoughts.*

#### Benefits

- *Easy to use Web interface*
- *Simple to create, design and deploy survey*
- *Flexible answer format from drop down list (e.g. true/false, 1-10, list of options), free form to more complex answer formats*
- *Additional questions can be added anytime*
- *Report on results as needed via inbuilt reports*



*DemandVoice, LLC is a voice application hosting company based on open standards, like VoiceXML, providing customers benefits like portability, no large capital expenditures, fastest time to market, and protection for their software investment. We offer telephony "Infrastructure as a Service" and are experts in Operations (so you don't have to be).*

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### Campaign Manager Reporting

Generate reports on the campaign calls processed is simple. Using a Web interface, click a button for different views.

