

DO YOU HAVE A LEAKY PIPELINE IN YOUR CONTACT CENTER?

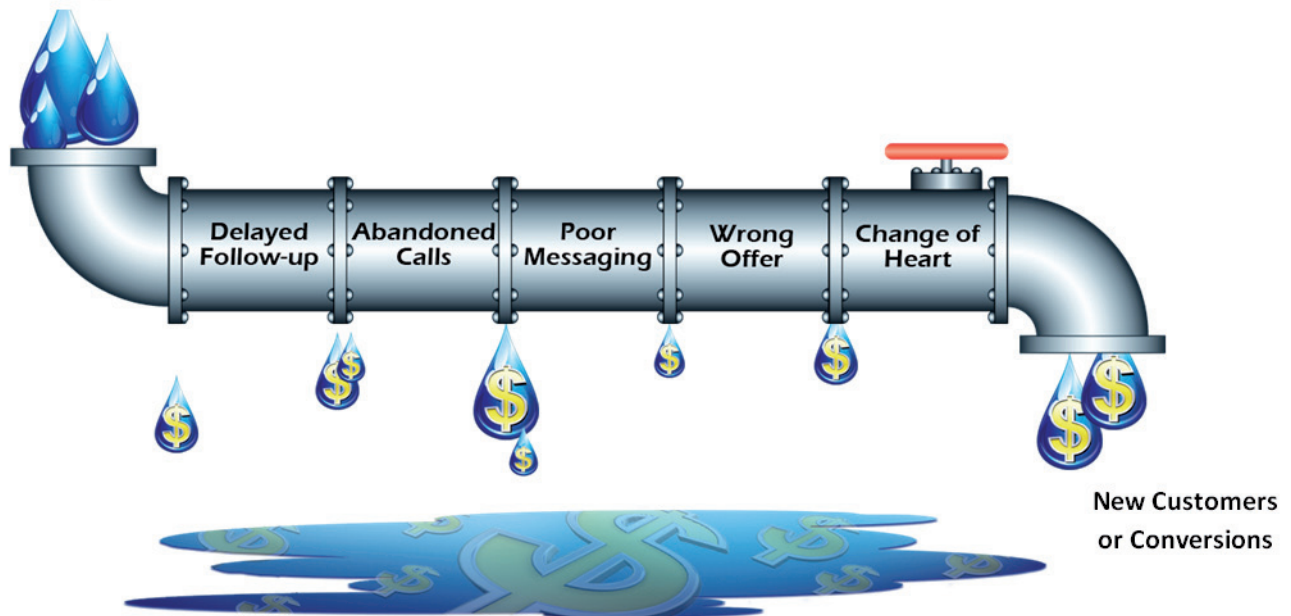
Contact centers running outbound lead generation and customer acquisition programs face many operational challenges that stem from a lack of real-time data intelligence to make smarter business decisions. The primary profit driver of outbound programs is how well the organization can manage lead cost, not operational efficiency like most inbound programs.

To effectively manage lead cost, managers need to know:

- Conversion rates by source, day, time, rep, product, etc
- Teams and individual agents performance in real-time

Running data through a dialer makes it hard to get timely reports with actionable intelligence to program managers as well as clients. Therefore, it's difficult to ensure leads are prioritized in order of highest likelihood to convert, assigned to the right person, followed up on quickly, and reported on. These factors all contribute to a contact center's leaky pipeline.

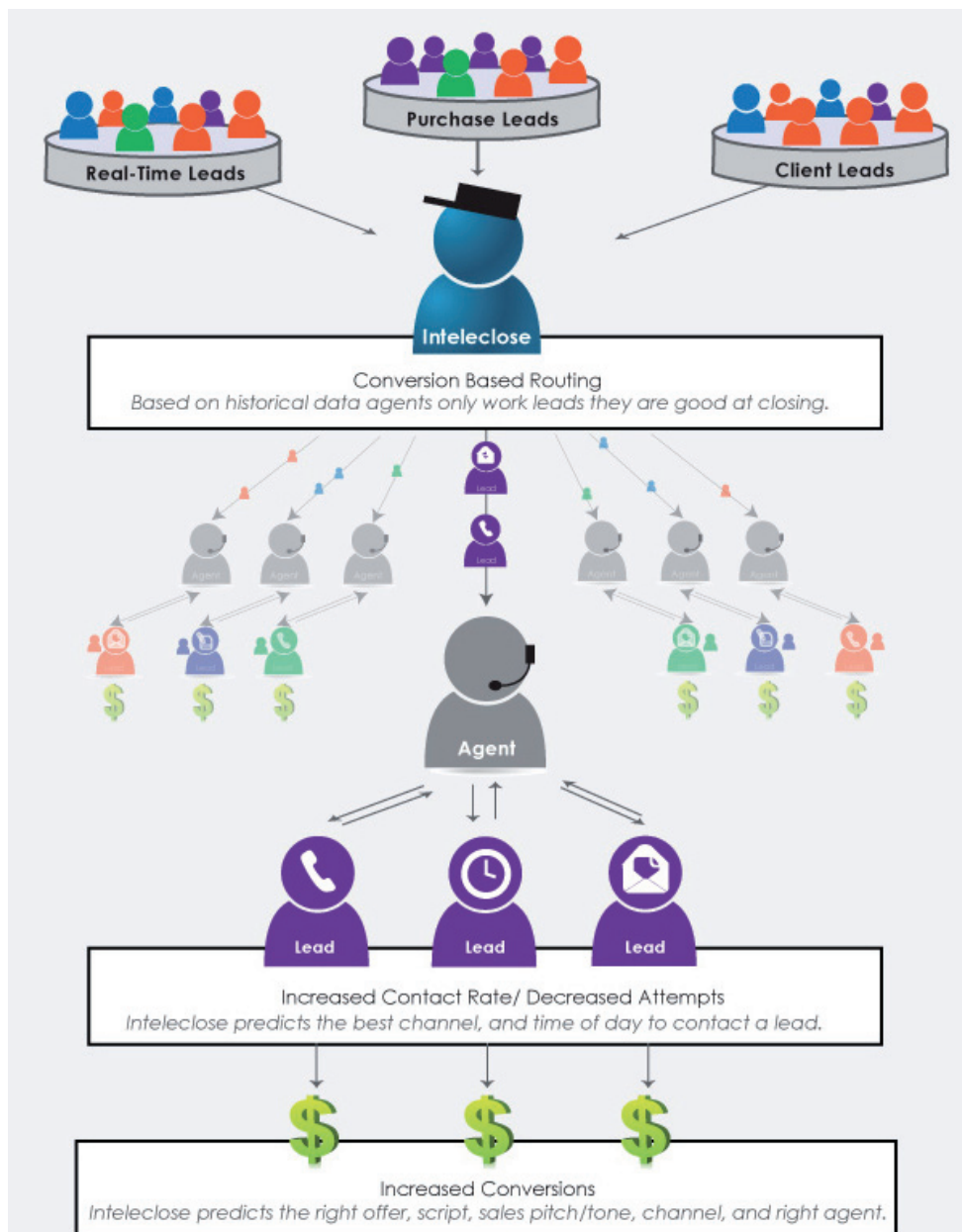
Lead Generation Campaigns



OVERVIEW OF INTELECLOSE

Maximize conversions. Lower lead acquisition costs.

Intelecclose is a software platform for contact centers designed to manage lead acquisition, the opportunity pipeline and the execution on that pipeline. As the contact center operates, Intelecclose is capturing data to display in real-time dashboards and provide historic reports and analysis. The historic data is also used to build intelligent routing algorithms designed to maximize conversions by matching leads and opportunities to the best agent or team of agents to execute on them. At the center of Intelecclose is the data store, which houses all agent, team, program and campaign definitions as well as leads/opportunities and all interactions associated with them. The data store allows for customized fields to accommodate unique program and campaign requirements.



INTELECLOSE BENEFITS

Maximize conversions

- Prioritize leads in manner of highest likelihood to convert
- Match the right lead to the right agent
- Know the right script and product to offer

Increase contact rate, decrease attempts

- Execute the best dialing strategy – knows the best channel and time to reach a lead

Lower acquisition costs

- Know which lead sources to buy again based on historical conversions and cost per lead.

Maintain a 360 degree view of the consumer

- Captures all historical data including all attempts, contacts, call outcomes, feedback, recorded conversations for each lead

Execute the best staffing decisions

- Know who are your highest and weakest performers
- Know what time of the day each rep is most successful
- Know what campaign the agent excels at
- Know what holidays were successful in the past and the staffing requirements needed this year

Complete client transparency

- Allow clients the ability to view the real-time performance of agents and campaigns

Increase the efficiency of program management

- Alerting of lead activity
- Complete picture of list penetration of campaigns, teams, and individual agent performance
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USERS & FEATURES

5 Main Users

- Agents
- Team Leaders
- Supervisors
- Program Managers
- Clients

Features

- Real-time Dashboard & Predictive Analytics
- Conversion Based Routing / Dialer Integration
- Lead & Campaign Management
- Team Performance Monitoring & Assessment
- Quality Assurance
- Reporting

