



Campaign Manager for Cisco UCCE/x



A MISTER Call Analytics application

Discover Intelligence

In today's competitive world, the customer experience is more important than ever. Intelligent contacts' management tools enable organizations to optimize their procedures to reach customers, carefully monitor metrics in combination with KPIs, and keep up with today's demanding customer needs.

Mister CA Campaign Manager for Cisco Unified Communication Center Enterprise and Express, enables contact centers to achieve their business objectives.

Functions

- Automatic and ad-hoc creation of campaigns supporting all types of outbound dialing
- Automatic and ad-hoc import of customer records with up to 30 fields per record
- Advanced, ruled-based contact data segmentation, cleansing and filtering
- Support of using a blended voice, sms and email campaigns (strategies)
- Support for campaign, department and global Do-not-call lists
- Support for IVR and Callback functionalities
- Interfaces and APIs for integration with CRMs
- Visual presentation of Key Performance Indicators (KPIs)
- Real time snapshots at-a-glance
- Ability to identify and correct negative trends, and generate detailed reports
- Measure efficiencies and inefficiencies
- Instant visibility of all systems and data
- Ability to make more informed decisions based on collected business intelligence

Features



Multichannel Campaign Management and Record Scheme

Automatic and ad-hoc campaign (strategy) creation and management. Support of IVR-based with predictive or progressive dial plan or Agent-based with direct preview campaigns. Configuration of a full-set of campaign parameters. Record scheme may include up to 30 fields, some of which are fully customizable. Support of offering the call to specific agent (available only on UCCE). Option of voice, sms and email strategies. Integration with Finesse and popular CRMs/ERPs



Advanced Rules for Data Cleansing, Callback Plan and DNC Lists

Contact record cleansing rules include Unification of Contact, Unification of no Contact, Take Over, option for Customer deactivation if loaded in a subsequent campaign or same phone number is included to more than X contacts in a campaign etc. Support of rule-based callbacks for all types of contacts based on results such as busy, no answer, callback to another phone number etc. Compose sms or email to be sent if a contact is not reachable on phone. Support of automatic import and ad-hoc campaign, departmental or global Do-Not-Call Lists



Realtime and Historical Reporting

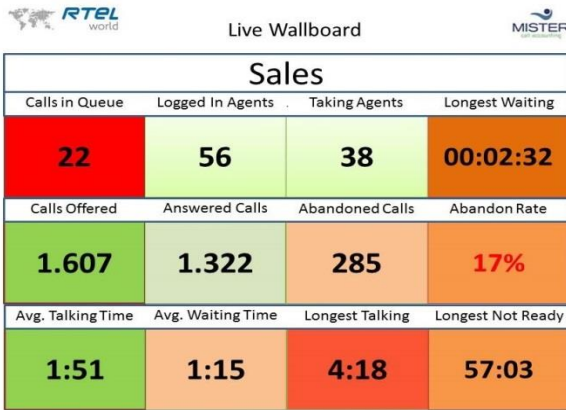
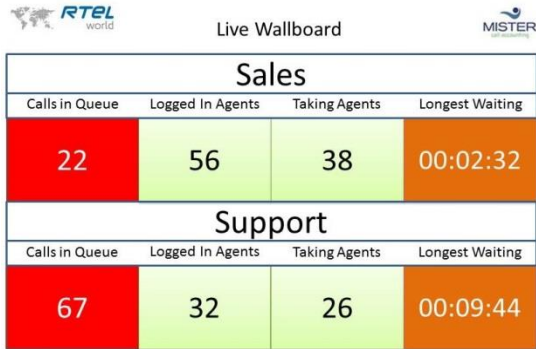
Improve Agent and Call Center performance. Create reports based on KPIs such as call handling per hour, calls abandoned or missed, average talking time, average waiting time, number of calls longer than thresholds, agents that exceeded their daily break time etc. Customer specific reports available on request.



Secured and Consolidated data

Secured management and user access Interfaces. Support for integration with Active Directory and Single-Sign-On. Agent daily and shift-based login-logout report. Real-time and historical data reporting tool using multiple data sources concurrently. Consolidate view from many CSQs and agent skill groups, work with layout and content sequences. Assign campaigns to groups or users.

Screenshots



MWD

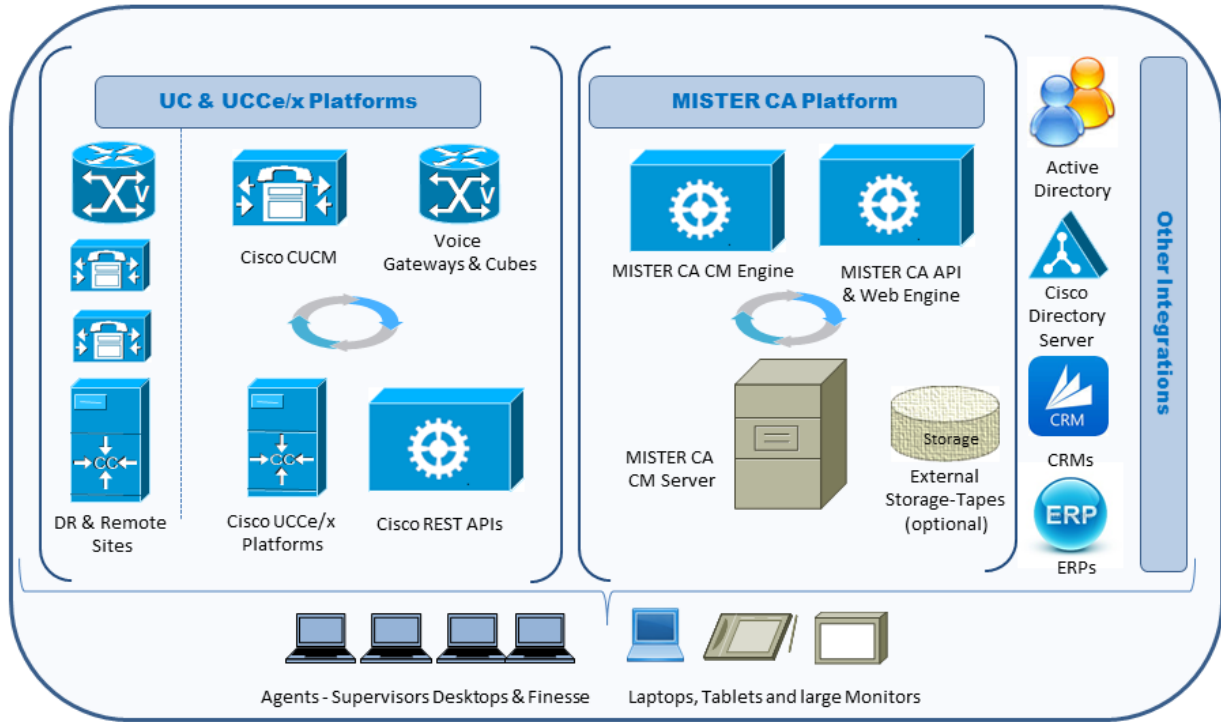
Call Date: [Dropdown] BETWEEN (Between) [24/04/2017] & [24/04/2017]

Results per page: 50

Search [Button] Export [Button]

Name	Total Login Time	Missed	Incoming	Over Limit	Total Talking Time	Total Not Ready After Call Work	Total Hold Time	Ready Time	Total Handlind Time	AVG Talk Time	AVG H
	07:07:32	0	0	0	00:00:00	00:00:02	00:00:00	06:00:36	00:00:00	00:00:00	00:
	08:02:53	2	27	13	02:20:17	03:02:50	00:08:42	00:54:12	05:31:49	00:05:11	00:
	08:01:40	0	1	1	00:10:45	00:00:02	00:00:00	06:36:32	00:10:47	00:10:45	00:
	08:13:03	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:
	08:00:55	3	58	21	03:37:29	00:00:00	00:00:00	01:03:12	03:37:29	00:03:44	00:
	07:44:12	0	0	0	00:00:00	00:00:03	00:00:00	06:13:17	00:00:00	00:00:00	00:
	08:04:23	2	69	29	05:12:23	00:19:02	00:07:10	01:39:05	05:38:35	00:04:31	00:
	08:02:03	0	35	13	02:14:32	01:09:20	00:02:28	00:52:26	03:26:20	00:03:50	00:
	08:01:34	0	41	10	02:12:40	03:21:23	00:19:08	01:05:08	05:53:11	00:03:14	00:
	07:32:39	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:
	09:50:57	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:
	09:28:39	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:
	08:14:10	0	2	0	00:03:31	00:00:01	00:02:52	07:31:39	00:06:24	00:01:45	00:
	08:09:14	0	0	0	00:00:00	00:00:00	00:00:00	07:00:12	00:00:00	00:00:00	00:
	08:04:30	1	39	17	02:25:51	01:03:04	00:04:43	00:29:28	03:33:38	00:03:50	00:
	10:17:43	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:
	07:55:14	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:
	07:58:37	2	33	19	03:44:52	00:27:29	00:02:11	01:06:27	04:14:32	00:06:48	00:
	08:48:16	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:
	08:48:28	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:
	06:52:40	0	0	0	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:

MISTER Campaign Manager System Platform Architecture



Technical Specifications

Supported Cisco UCC Enterprise and Express versions	10.0 or later
Server Operating System	Microsoft Windows 2016 64-bit Microsoft Windows 2012 64-bit
Database Server	SQL Server Standard 2014 or later
Application Server	Microsoft IIS 7.0 or later
Storage	300GB
Supported Client Browsers	Internet Explorer 8.0 or later, Mozilla Firefox 1.x or later Google Chrome
Supported Language	English, German, Greek

Mister Call Analytics is a portfolio of value-added applications for IP based PBXs. It consists of Call Metrics (accounting-billing-cost control etc), Audio Call Recording, Speech Analysis, Wallboards and Dashboards for UCCE/x, Outbound Campaign Management and real time reporting Apps.

RTELWorld is a leading Information and Communication Technologies service provider and software developer in SE Europe. RTELWorld is committed to innovation, product enhancement and customer satisfaction.



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