

# OUTBOUND CAMPAIGN

Voice, SMS and Email

Enhanced, Efficient and Easy path for Brand Marketing



# ACCENTURE

# CAMPAIGN MANAGEMENT

## AS IS



Hyper-personalized targeting



Distributing information to larger audience.



Unstructured digital promotions



Raw marketing content

- Non-Personalized Voice calls
- Direct Emails/Messages(SMS)



## CHALLENGES



Complicated configurations



Impact in agent productivity



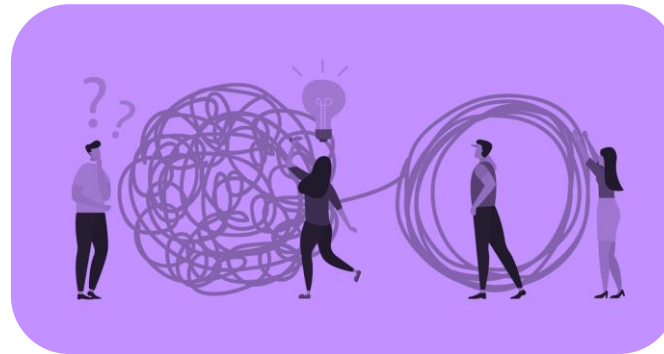
Numerous integrations



Channel specific data feeds



Delayed implementation



## TO BE



Personalised customer journey



Customer centric approach



AI capabilities and effective routing strategy for voice campaign



Effortless campaign configuration



Common feed file for multiple channels



Detailed campaign metrics



# OUR ASSET OVERVIEW

Amazon Web Services supports Outbound capabilities for different channels, but they don't come as an Out of the box feature. A custom packaging is required through the provided APIs to attain the flavor of business expectation. The asset simplifies the complications available with traditional platforms with reduced time to market and easily manageable bundle with less supervision. Detailed metrics are driven out which helps with more insights of the campaign and can help for lead generation for further journey.



## VOICE

Voice outbound campaign is a ML powered feature which can help to proactively communicate and quickly serve customers and manage agent productivity. This bundle delivers detailed metrics which can be used for analytics to identify the next action.

## SMS & Email

SMS & Email campaign supports delivery of personalized messages to larger audience with effortlessly manageable configuration.

# OUTBOUND CAMPAIGN – VOICE CHANNEL SOLUTION



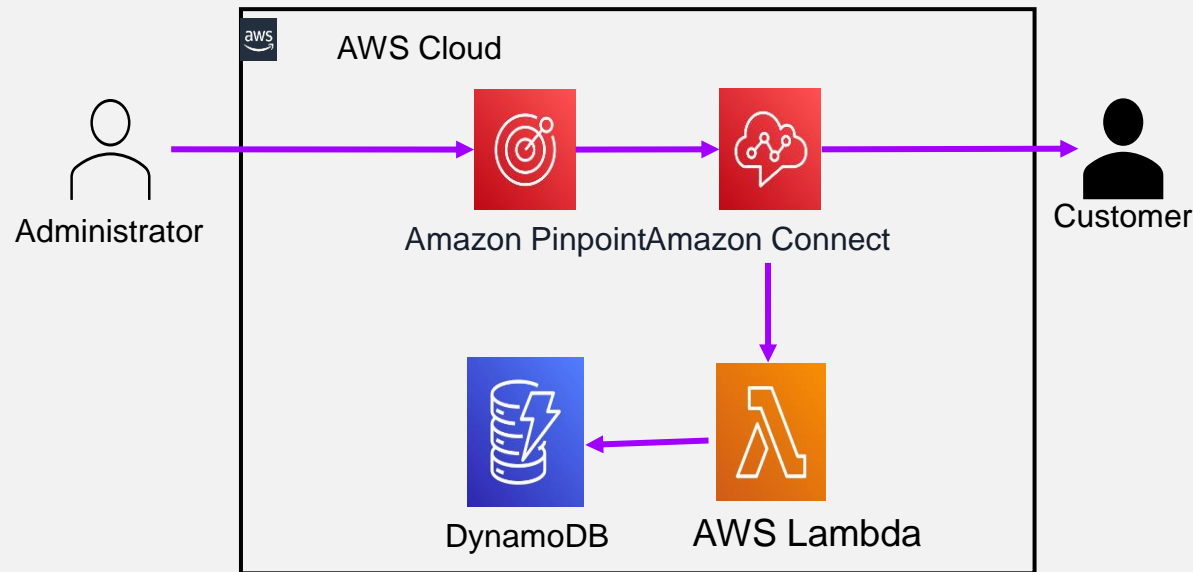
Amazon Connect outbound campaigns, formerly known as high-volume outbound communications which can proactively communicate across voice, SMS, and email to quickly serve customers and improve agent productivity, while supporting compliance with local regulations.

Outbound campaigns include a predictive dialer and Machine Learning (ML) powered answering machine detection that optimize agent productivity and increase live-party connections by not wasting agents' time with unanswered calls. This asset can help organizations to proactively reach out to its customers to solve problems. Outbound campaigns, helps to simplify outbound contact center operations and reduce costs, all without needing to build or maintain third-party integrations.

## Technology



## Process



## Business outcome

Enhanced CX

Personalized advertising

Multi Channel

Cross Channel Journey's

# OUTBOUND CAMPAIGN – SMS & EMAIL CHANNEL SOLUTION



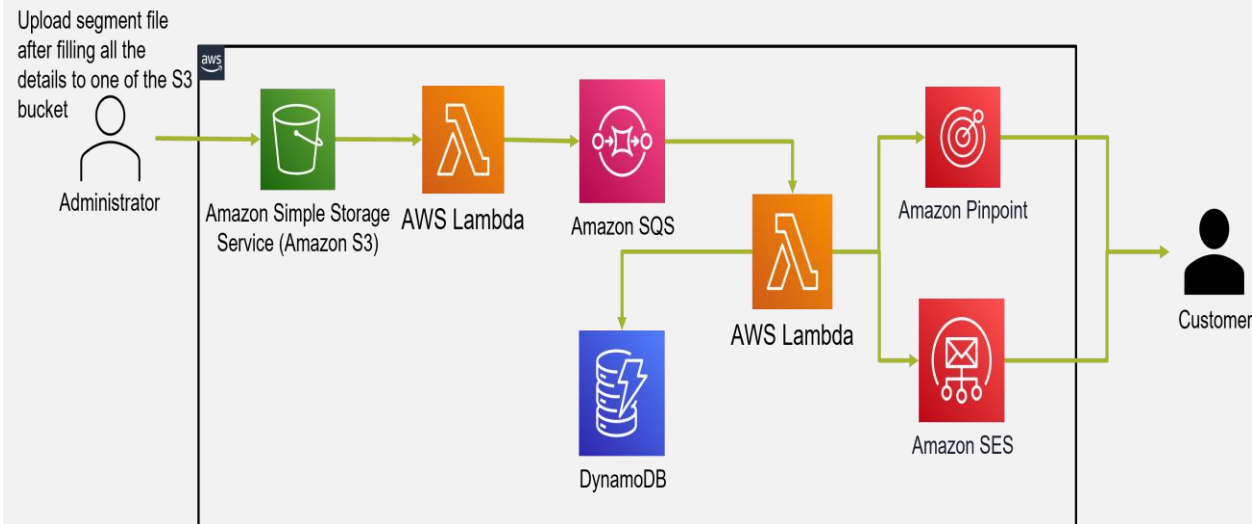
Outbound campaign asset for SMS and Email is a custom bundle built leveraging the influence of services available with Amazon Web Services. This asset can help organizations with segmentation that helps identify the exact audience and target messages accordingly. It enables sending the correct message to the correct customer over the correct channel.

The Outbound campaign asset can help to personalize messages for the targeted audience covering the flexibility of pinpoint with reduced manual interference. It makes the task simple by hopping traditional stages for campaign execution All it needs a feed file stacked with appropriate contact & channel information and publishes to storage, the rest is taken care. Scheduled execution can be achieved using an automation code drop. With the help of analytical data streamed to storage, one can gain insights into their audience interaction and the effectiveness of campaign activities spread out in a vast range.

## Technology



## Process



## Business outcome

Enhanced CX

Personalized advertising

Multi Channel

Cross Channel Journey's



# SCENARIO#1 | QUICK TO MARKET - VOICE CAMPAIGN

**Tony** is sales head of XYZ company – one of the top retail players in the US region. The company has just launched a promotional offer on one of its products for their long running and loyal customers. Though they have a huge number to people to reach, they planned to trigger a campaign using their traditional platform.

Tony called his admin team to kick start the work on the contacts identification, campaign creation and initiate the campaign in 2 days as its a limited time offer. The admin organizes everything and its all set for the campaign execution. The day arrives and here comes a challenge – Local IT team reported a network glitch so the campaign admin couldn't reach the servers, the least turnaround time is 4 - 8 hours.

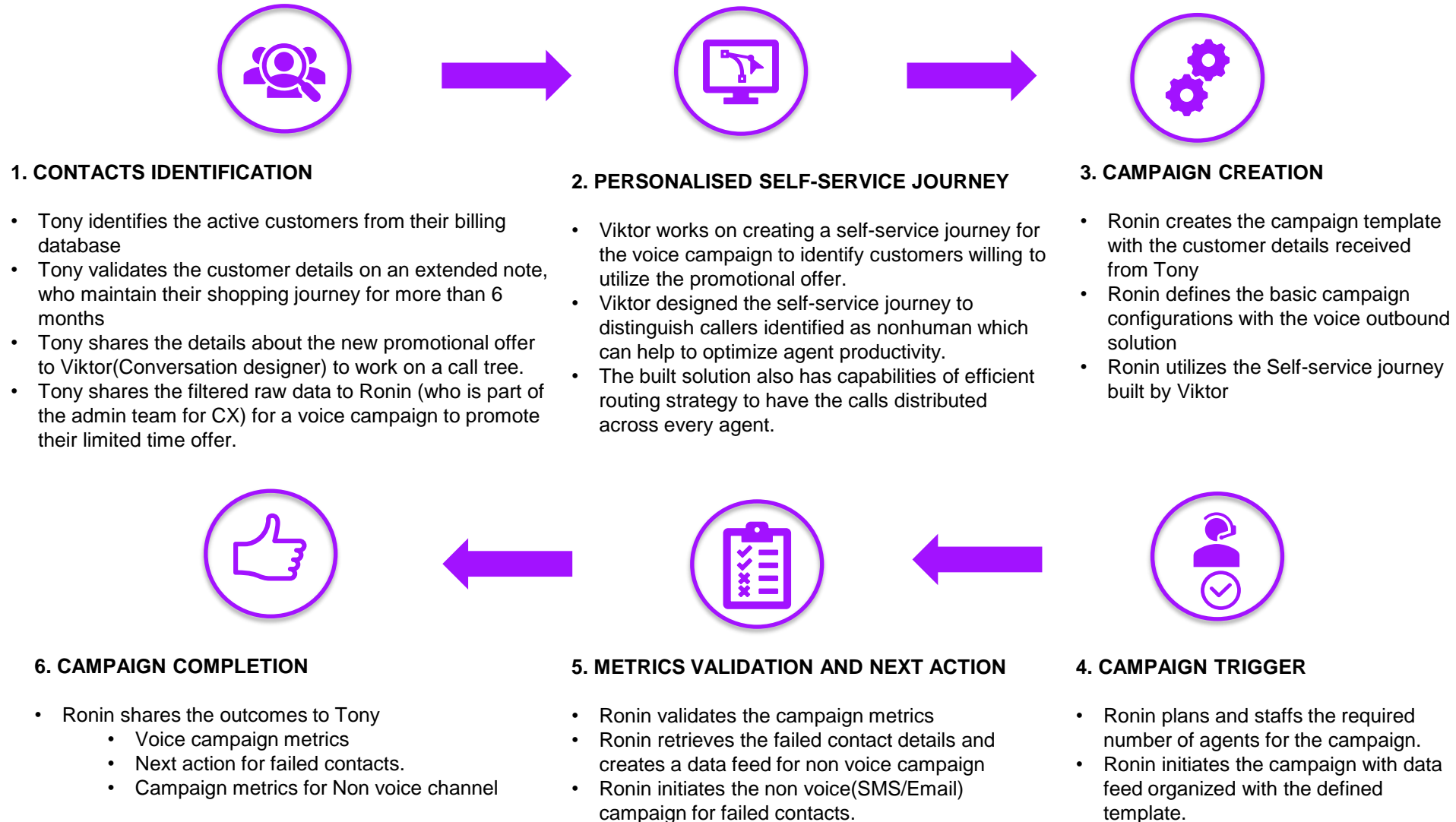


**How can we resolve Tony's issue while providing a solution to handle the current situation ?**

- **Tony needs...**
  - **a resilient solution to evade unanticipated deviations**
  - **effortlessly configurable and sustainable solution**

# SCENARIO#1 | QUICK TO MARKET - VOICE CAMPAIGN

## TONY'S JOURNEY



## DEMONSTRATION OPPORTUNITY AREAS





# SCENARIO#2 | APPOINTMENT REMINDERS – SMS/EMAIL CAMPAIGN

**ABC hospitals** Enterprise Limited is a well-established multinational healthcare group. They have their healthcare units in multiple locations and offer their treatments to thousands of patients every day. ABC Hospital is facing issues in handling multiple ad hoc appointment requests to be handled in their healthcare units for the last few months. They wanted to understand well about this situation and their management had taken their report on the appointments handling department history for the last 6 months and they noticed the no-show ratio has been increased. They have identified from the reports most of the patients often forget that they have a scheduled appointment, which leads to a no-show ratio and trouble handling patients in different healthcare units.

ABC hospital wants to enable appointment reminder service with personalized information of respective patients through text messages and email notifications so that they can handle the situation well in their healthcare units in an efficient way.



**How can we help ABC Hospital's to handle the current situation with their administrator's intervention? Administrator needs...**

- **A simple solution which can be effortlessly configurable and sustainable**
- **A System which can deliver personalized patient appointment reminders while balancing the patient's situation and healthcare unit's capacity per day.**

## SCENARIO#2 | APPOINTMENT REMINDERS – SMS/EMAIL CAMPAIGN

# HOSPITAL ADMINISTRATOR'S JOURNEY



### 1. PREPARE THE LIST OF PATIENTS

- Administrator will pull out the details with the preferred mode of communication of patients who have scheduled their appointments and should filter patients who had a history of no-show.
- Administrator cleans the data sheet if required and prepares the sheet which can be used for an outbound appointment campaign.

### 2. UPLOAD THE CAMPAIGN FILE

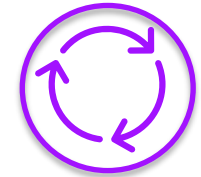
- Administrator will upload the filtered list of patients to get appointment reminders to the bucket.
- Once the file is uploaded successfully administrator will see the success message and then system processing will get started.

### 3. PRE-PROCESS CAMPAIGN RECORDS

- System will clean campaign records and extract the information which is required to be processed to push the notifications in the preferred channels of communication.
- System will queue the requests to be processed for the campaign.

### 4. VALIDATE HIPPA

- Solution does support Security and Compliance, HIPAA for both SMS and Email delivery through AWS services as out of the box features.



### 8. EXPORT CAMPAIGN RESULTS

- Administrator can export the results against each campaign record to a sheet that can be used for further planning.

### 7. DELIVERY STATUS OF REMINDERS

- Administrator will look into the database where the delivery status for each campaign record will be captured.
- Administrator can filter the records for success and failure within the required date and time.

### 6. SEND/PUSH REMINDERS

- System will deliver appointment reminders to the respective phone numbers or email addresses with personalized content.
- System will capture the delivery status for each campaign record into a database with the transaction status.

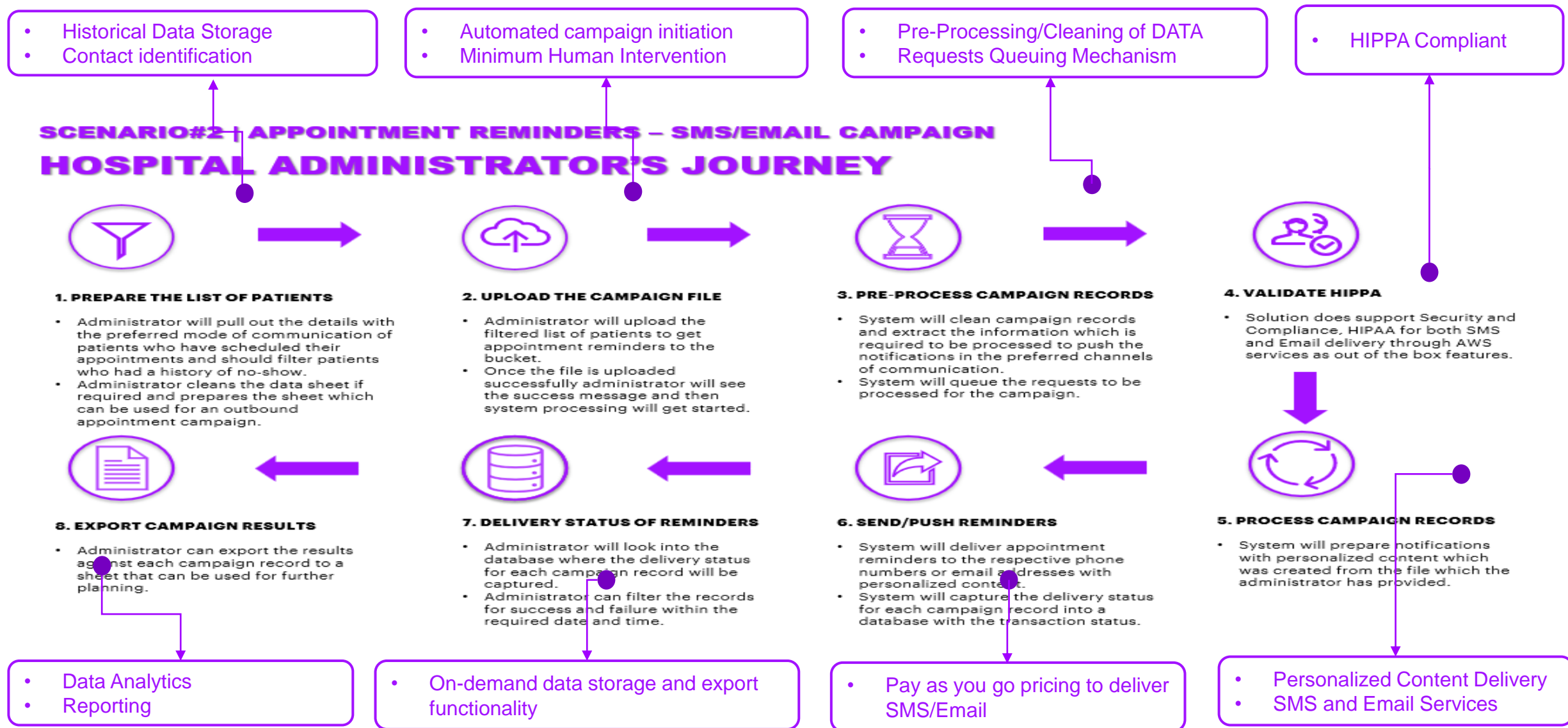
### 5. PROCESS CAMPAIGN RECORDS

- System will prepare notifications with personalized content which was created from the file which the administrator has provided.



# SCENARIO#2 | APPOINTMENT REMINDERS – SMS/EMAIL CAMPAIGN

## DEMONSTRATION OPPORTUNITY AREAS

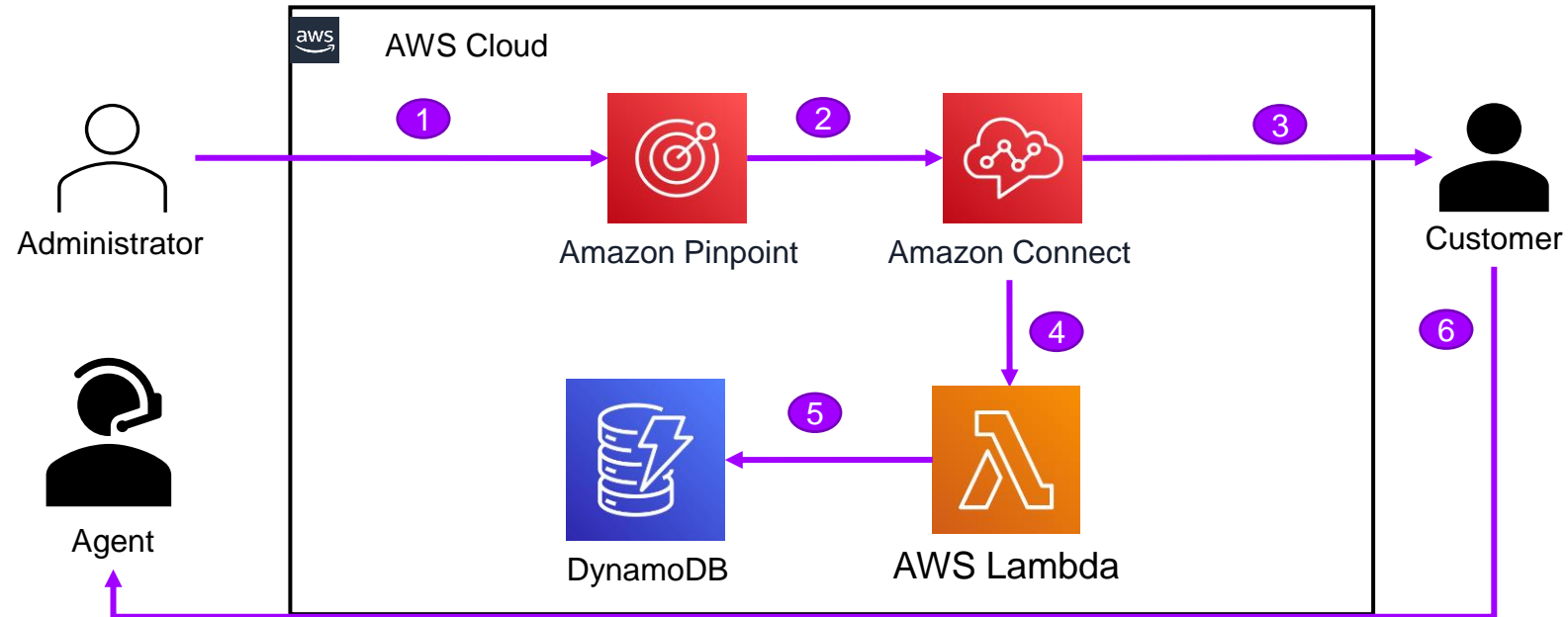


# APPENDIX





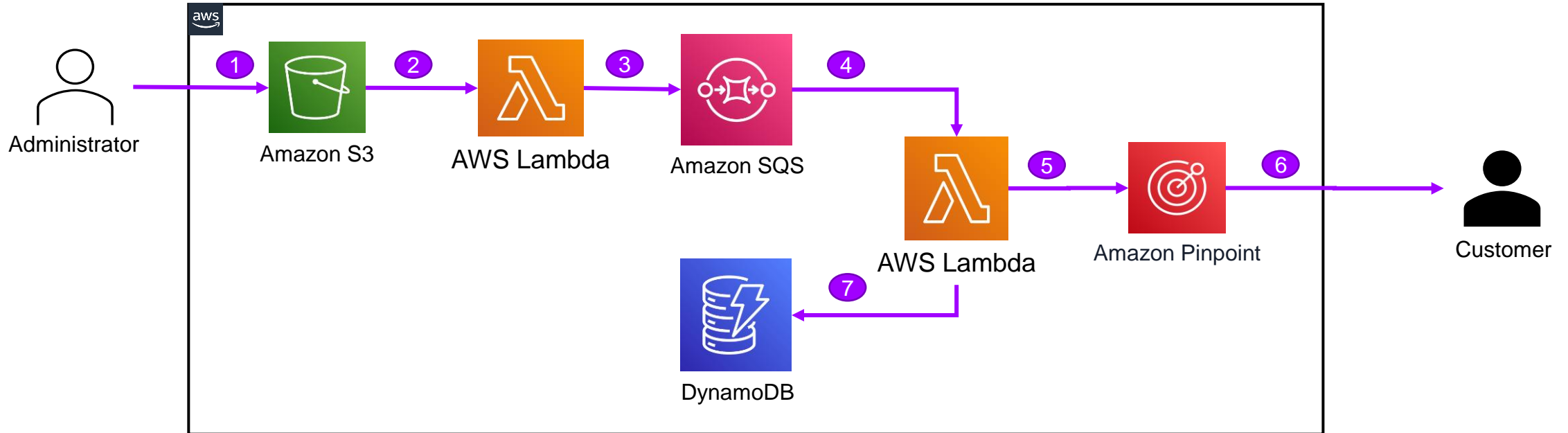
# HIGH LEVEL ARCHITECTURE- VOICE CAMPAIGN



1. Administrator will create and initiate the voice campaign from Amazon Pinpoint with the list of customers in a segment file.
2. Pinpoint Journey will initiate a trigger to Amazon Connect to invoke High Velocity Outbound Campaign
3. Amazon Connect High Velocity Outbound Campaign predictive dialing will initiate outbound call to customer when agent is ready.
4. Amazon Connect will invoke lambda for each Campaign record/outbound call
5. Amazon Lambda will write the call progress status(Human/Machine Answered, Voicemail beep or No Detection) to DynamoDB
6. If customer selected an option to reach agent, then call will get connected between agent and customer

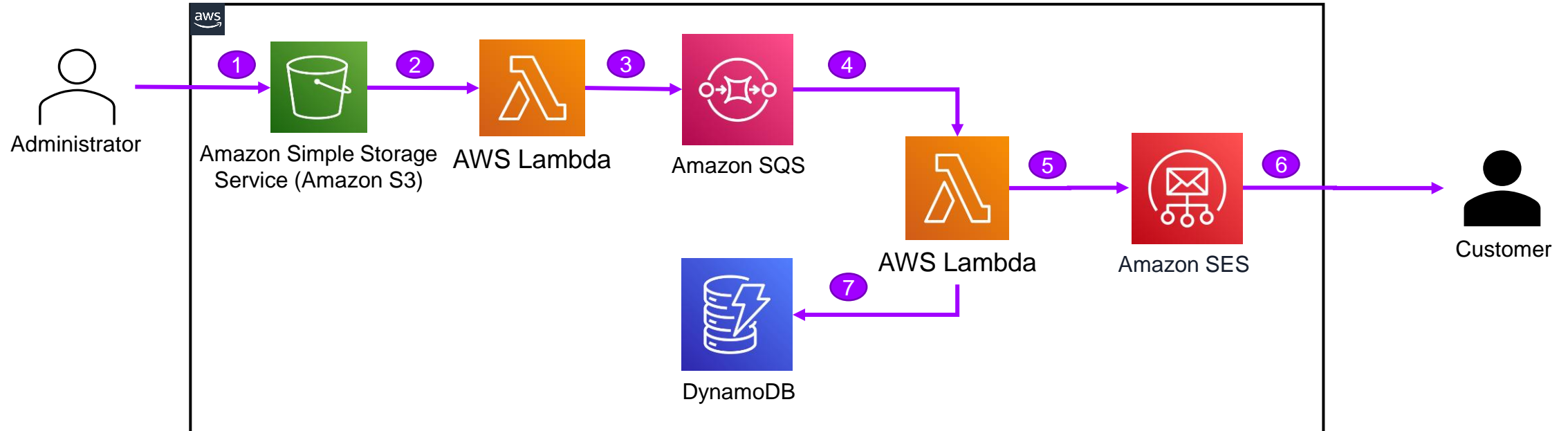


# HIGH LEVEL ARCHITECTURE – SMS CAMPAIGN



1. Administrator will upload the defined set of customer data sheet for SMS campaign to s3 bucket.
2. S3 will initiate a trigger to lambda with the data sheet as input.
3. Lambda will pre process the records required and send it to SQS to queue the records/requests.
4. SQS will queue the requests and will pass them to lambda
5. Lambda will process each record and will send them to pinpoint API
6. Pinpoint will deliver the defined SMS template to respective customer phone numbers
7. Lambda will write/capture the delivery status to DynamoDB for each campaign record


# HIGH LEVEL ARCHITECTURE- EMAIL CAMPAIGN




1. Administrator will upload the defined set of customer data sheet for Email campaign to s3 bucket.
2. S3 will initiate a trigger to lambda with the data sheet as input.
3. Lambda will pre-process the records required and send it to SQS to queue the records/requests.
4. SQS will queue the requests and will pass them to lambda
5. Lambda will process each record and will send them to SES API
6. SES will deliver the defined email content to respective customer email address
7. Lambda will write/capture the delivery status to DynamoDB for each campaign record

# AWS COMPONENTS AND OUTBOUND CAMPAIGN SNAPSHOTS


## AWS Components




Amazon S3




DynamoDB




Amazon Pinpoint




Amazon SES



Amazon SQS

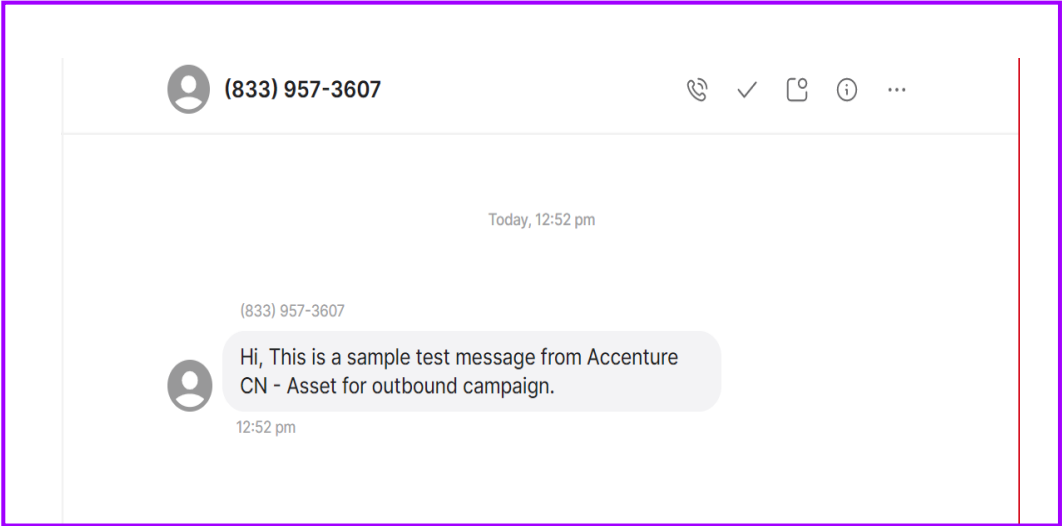


AWS Lambda



Amazon Connect

## SMS Screenshot

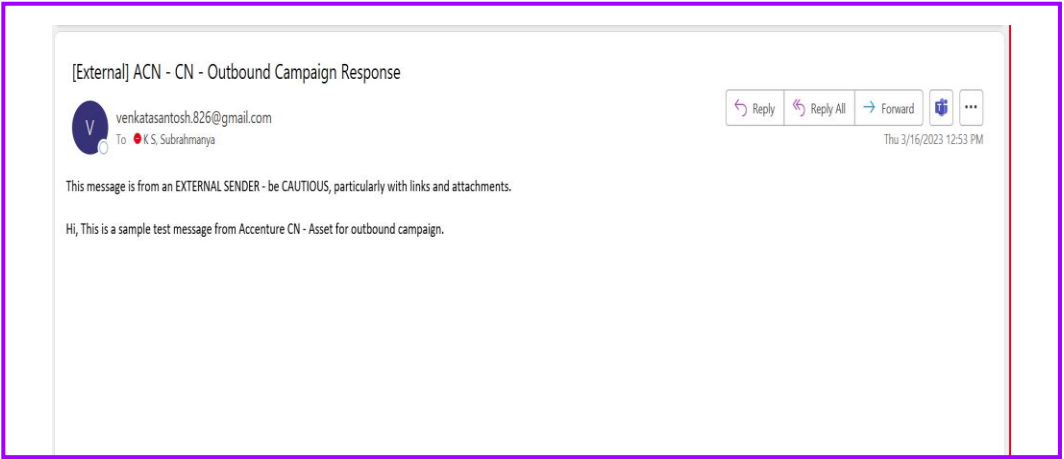


## Reports Screenshot

ContactId	CustomerPhoneNum...	CallProgressDetails	TimeStamp
098ae533-d93f-42df-...	+14326532453	NODETECTION	2023-03-16 05:54:16.059285
98a26383-09ec-4a6a...	+14326532453	NODETECTION	2023-03-15 06:55:31.898014

Endpoint	TimeStamp	Channel	DeliveryStatus	TemplateName
v.venkatasantosh@accenture.com	2023-03-10 11:02:57....	EMAIL	Success	Outbound-Campaing-Sample-EMAIL
+16265573676	2023-03-16 07:10:34....	SMS	Success	Outbound-Campaing-Sample-SMS

## Email Screenshot



# KEY CONTACTS



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