Campaign Overview

Admin Course

Topics:

Campaign overview

Campaigns: An Overview

What are campaigns?

Campaigns allow you to make your contact center more efficient by creating structures to call consumers and have dedicated agents for these calls. Making the calling process more efficient means agents will have less downtime during their shift.

How can you use a Campaign?

Campaigns can be used to:

- Increase productivity and efficiency.
- Reach more consumers faster.
- Boost connection rates.
- Generate more callbacks.
- Optimize your dialing schedule.

Campaign Settings and Configuration Options

Using **Campaign Manager** allows for you to manually control campaigns (whether call or SMS campaigns).

You can create campaigns in the **Campaign Manager** by:

- Uploading a contact list.
- Setting the dialing mode.
- Selecting the target queue.

When a campaign starts, it reserves *available* agents in the selected target queue and sends them contacts from its contact list, following the flow defined for the selected dialing mode.

There are several different types of campaigns available for you to run depending on the needs of your business.

Types of Campaigns

Predictive Campaigns

This campaign tries to "predict" how many contacts need to be dialed in order to efficiently connect consumers and agents. This campaign dails multiple consumers at once and connects them to a reserved agent.
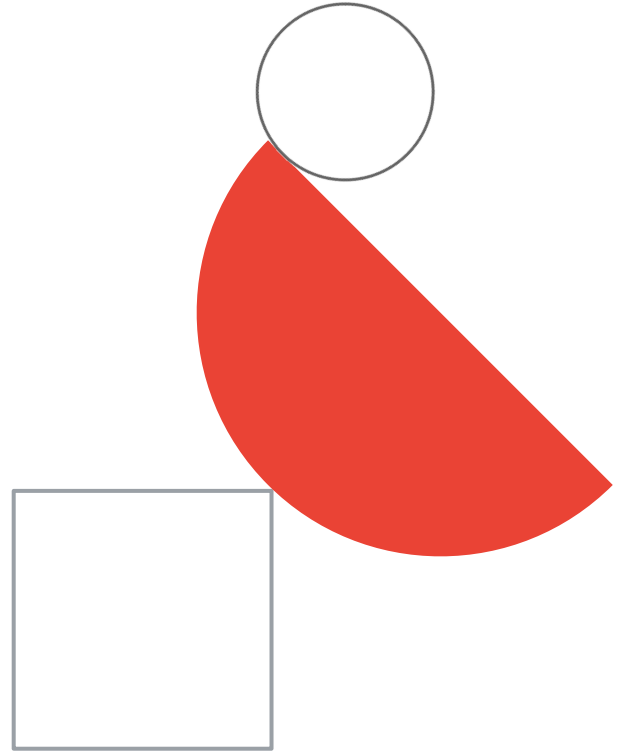
Preview Campaigns

Agents make the call manually, but the call list is generated automatically from the campaign list. Agents have an unlimited amount of time to read or preview information about the contact before starting the call.

Progressive Campaigns

Agents are reserved for the consumers on the campaign list. Since the Agent is reserved, there is no overdialing ratio or adjustments required since the agent is always in a 1:1 ratio with the consumer.

Best practices

Best Practices

Tip 1

Keep your files as simple as possible, there is limited real estate in the adapter where the details are shown. In addition, depending on the mode, an agent won't have time to review loads of data prior to connecting with an end user.
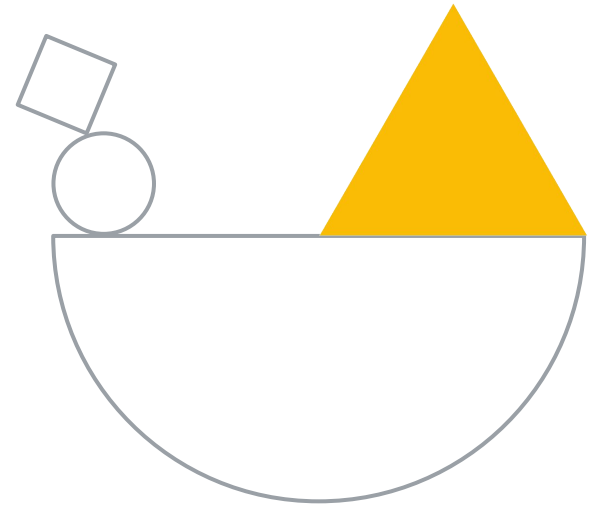
Tip 2

Make sure to manage the time zones effectively to ensure you are adhering to state regulations with regards to calling times.

Tip 3

If you want to keep metrics for outbound dialer separate from metrics on inbound queues, make sure to create outbound specific queue(s) to assign the dialer campaign(s).

Legal and geographic considerations

Do not call list and time zone limitations

- There is a [US National Do Not Call registry](#). Consumers can add themselves to the registry if they do not want to receive solicitation calls. You can check the registry at the [US government website](#). Currently, CCAI Platform does not support this registry but the platform does allow you to create a custom DNC list. Please see the technical documentation to learn more.
- Rules and laws surrounding Do Not Call registries can vary from state to state and country to country. Please check all applicable laws.
- Certain countries and states have laws around time zone limitations when it comes to campaign calls. Please consult with your legal team prior to implementing any campaigns.