



# Proactive Outbound Contact Capabilities

## Webex Contact Center

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US WebexCC Tech Summit - May 2024

# Agenda

- Overview of Current Outbound Capabilities
- Proactive Outreach
  - Configuration Steps Overview
- Outbound Voice Campaigns
  - Configuration Steps Overview
- Demo
- Conclusion

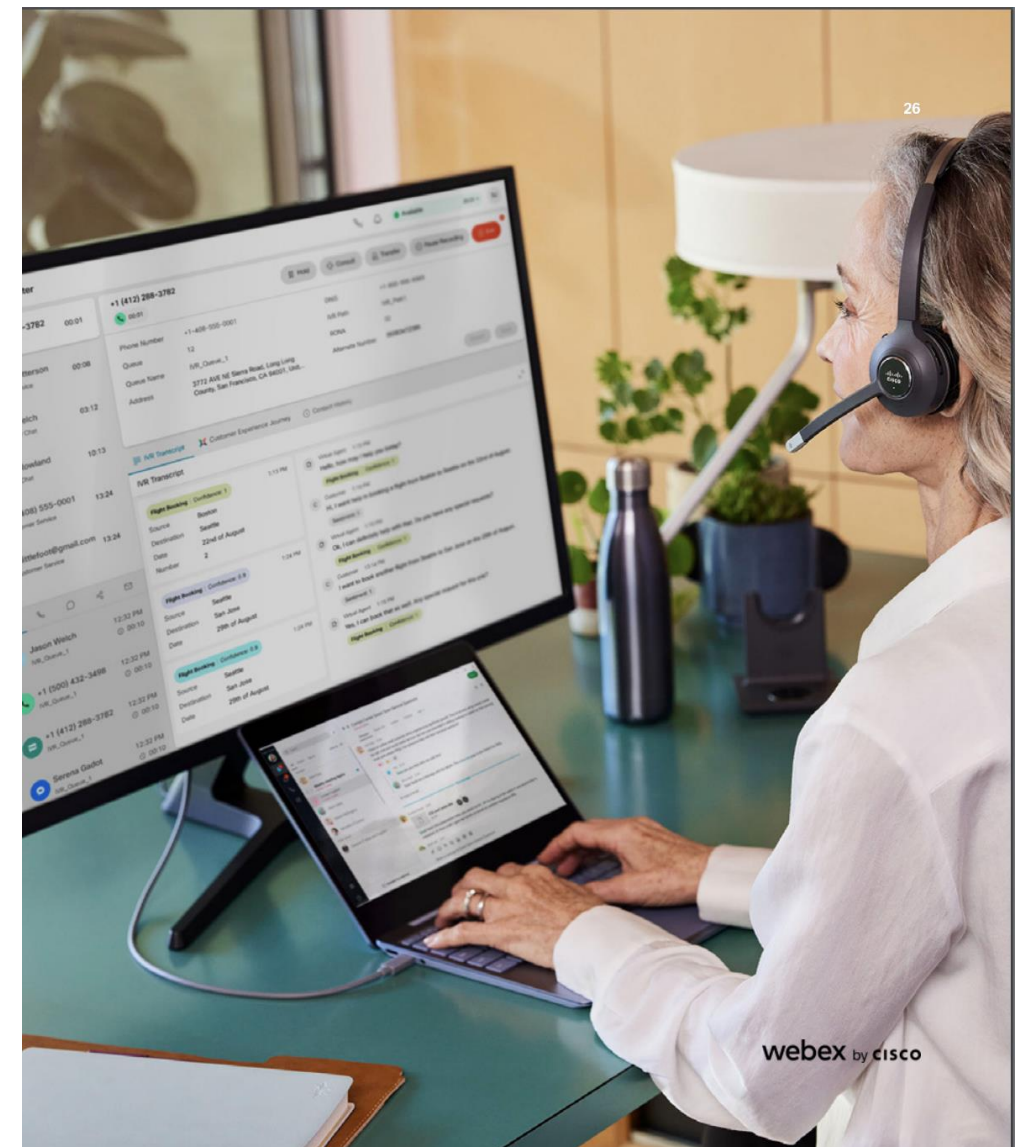
# Overview WxCC Outbound Capabilities

# Webex Contact Center – Voice Outbound Campaign

- Webex Contact Center Outbound Campaign Management offers automatic outbound calling for contact center through Campaign Management optional feature:
  - Preview Dialing – already available
  - Progressive Dialing (CPA release) – EA April 2024
  - Predictive Dialing (CPA release) – EA April 2024
  - Cisco Native Campaign Management – Roadmap

What's new link – [https://help.webex.com/en-us/article/a1gx3h/What's-New-in-Webex-Contact-Center#topic\\_D1C27F9C842A4C6CA27898AFFDB474B7](https://help.webex.com/en-us/article/a1gx3h/What's-New-in-Webex-Contact-Center#topic_D1C27F9C842A4C6CA27898AFFDB474B7)

Documentation link – [https://www.cisco.com/c/en/us/td/docs/voice\\_ip\\_comm/cust\\_contact/contact\\_center/webexcc/campaign\\_user\\_20/webexcc\\_b\\_20-campaign-manager-user-guide/webexcc\\_m\\_20-preface.html](https://www.cisco.com/c/en/us/td/docs/voice_ip_comm/cust_contact/contact_center/webexcc/campaign_user_20/webexcc_b_20-campaign-manager-user-guide/webexcc_m_20-preface.html)



# Webex Contact Center – Digital Outbound Notification

- Managed by the Webex Connect
  - Scheduling a SMS or Custom Event (email, programmable in flow)
  - Per message charge
  - No Limitations, No Guard Rails



# Proactive Outreach Digital



# Proactive Outreach

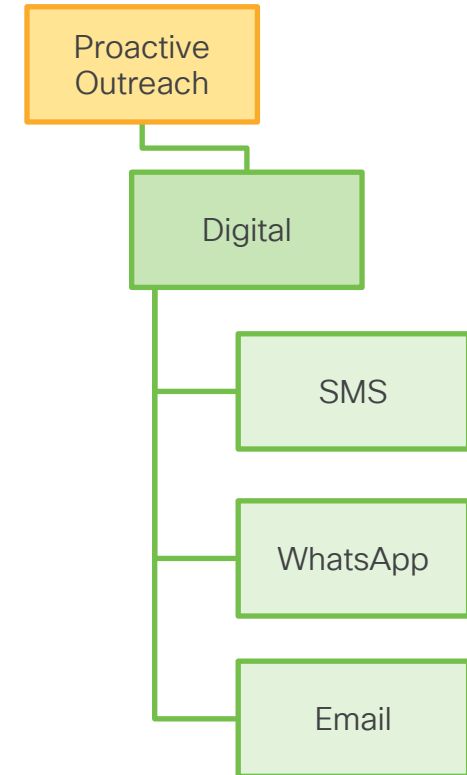
Initiating communication with customers to provide relevant updates, preemptive issue resolution, timely reminders, support, and feedback solicitation.

It helps businesses stay ahead of customer needs by:

- delivering important updates to customers in a timely manner
- catering to customer preferences
- reducing the volume of incoming customer inquiries or support calls

Research by Salesforce shows that 95% of customers expect businesses to provide them with proactive notifications.

Research by Salesforce reveals that proactive notifications can lead to a 73% increase in cross-selling and upselling opportunities.



# Customers want the power of Reply

One-way notification



to



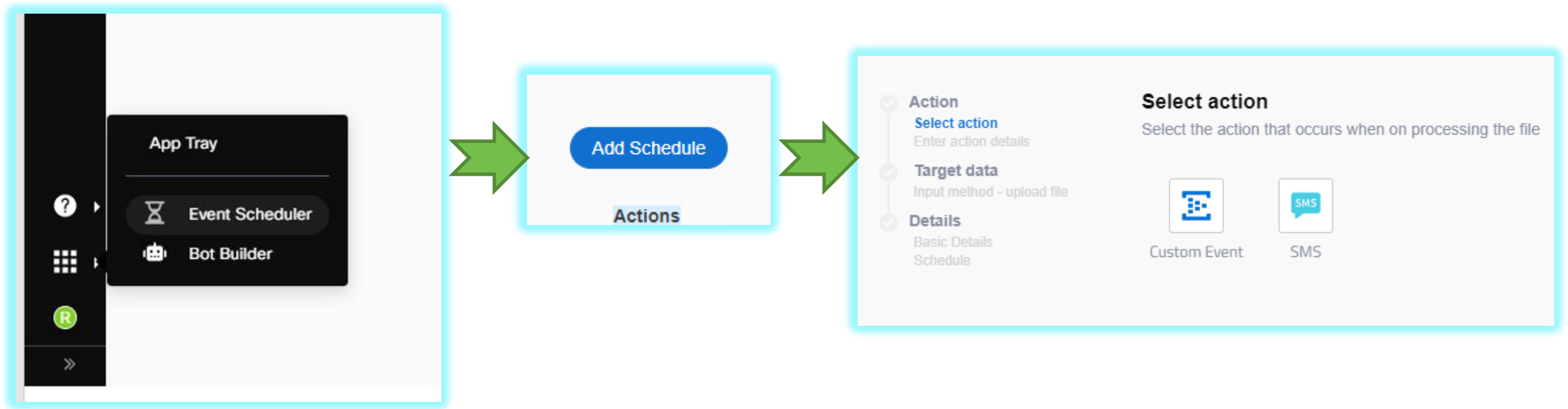
Conversation  
messaging



# Proactive Outreach Configuration

# Proactive Outreach – Event Scheduler

Event Scheduler on Webex Connect allows you to schedule outbound digital messages to be sent to your customers as per the configured time schedule.



# Event Scheduler - SMS

**SMS** – Allows you to send SMS messages simply by processing the file. One of the columns in the uploaded file must contain the recipients' phone number(s).

✓ Action

Select action

Enter action details

✓ Target data

Input method - upload file


✓ Details


Basic Details

Schedule

Select action

Select the action that occurs when on processing the file

Custom Event

SMS

	A	B
1	Phone	Message
2	5136082681	Your order is on its way
3	4104014824	You order has been cancelled
4	2263762555	Your Credit Card has been declined
5		
6		

# SMS Configuration

✓ Action

Select action

Enter action details

✓ Target data

Input method - upload file

✓ Details

Basic Details

Schedule

Enter action details

Configure the required parameters for selected action.

Select Service

Shared WxCC Flows Do Not Modify

SMS Type

Text

Sender ID

12068487300

Extra Parameters (Optional)

Parameters ⓘ

e.g., template\_id

Value ⓘ

e.g., 5299675520196137

+ Add

Message Validity In Minutes (Mandatory)

e.g., 1000



# Upload file



## Action

Select action  
Enter action details



## Target data

Input method - upload file



## Details

Basic Details  
Schedule

## Target data

Bulk data on which the action needs to be applied.

☒ Upload File ☐ SFTP

Upload .csv/.xlsx files or .txt files with delimiters



Drag and drop file to upload or

**CHOOSE FILE**

# Data Upload Requirements

**Create a Schedule**  
Trigger a custom event, inbound webhook or send a SMS by processing a file.

**Action**  
Select action  
Enter action details  
Target data  
Input method - upload file  
Details  
Basic Details  
Schedule

**Target data**  
Bulk data on which the action needs to be applied.

☒ Upload File ☐ SFTP

Upload .csv/.xlsx files or .txt files with delimiters

Drag and drop file to upload or  
[CHOOSE FILE](#)

Following parameters are required to invoked event successfully.

Variable	Parameter	Type	Status
----------	-----------	------	--------

[Next](#) [Back](#)



- In case of SFTP only .csv and .xlsx are supported and not .txt.
- SFTP now supports uploading a key file which is required to connect to certain SFTP systems.

## Limitations

- Webex Connect Event scheduler can process file sizes of up to 75 MB. Also, the file name of the uploaded file should be less than 75 characters in length. Not subscribing to these limits can lead to schedule failure during execution.
- Only **one** file can be uploaded per Schedule.
- To schedule an event using Event Scheduler, it is mandatory to create a custom event and a rule that is configured with custom event.
- To invoke an event successfully, it is mandatory to match uploaded files' header parameters with the event parameters.



**Create a SFTP Config**  
Trigger a custom event, inbound webhook or send a SMS by processing a file

SFTP Type:

Host Name:

User Name:

Folder Path:

File Regex:

Friendly Name:

Port:

Password:

Delimiter:

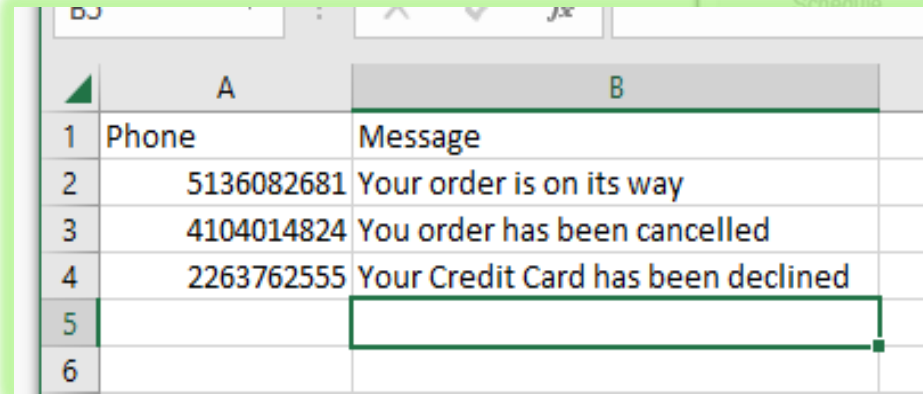
☐ Disable End Of File

☐ Enable Zip File Processing

[Upload](#) [Upload key file if key exchange is required](#)

[Save](#) [Cancel](#)

# Map Columns



	A	B
1	Phone	Message
2	5136082681	Your order is on its way
3	4104014824	You order has been cancelled
4	2263762555	Your Credit Card has been declined
5		
6		

✓ Action

Select action  
Enter action details

✓ Target data

Input method - upload file

✓ Details

Basic Details  
Schedule

### Target data

Bulk data on which the action needs to be applied.

☒ Upload File ☐ SFTP

Upload .csv/.xlsx files or .txt files with delimiters

SMSOutboundlist....Uploaded by:Rick Simon ✕

Total Rows - 1 / Valid Rows - 1 / Invalid Rows - 0 / Duplicate Rows - 0

### SMS Configuration

Map the columns in the uploaded file to SMS object parameters

Recipient Variable

Phone ▼

Message Body ⓘ

\$(Message)

1014/1024 characters remaining

# Name and Trigger Details

✓ **Action**  
Select action  
Enter action details

✓ **Target data**  
Input method - upload file

○ **Details**  
**Basic Details**  
Schedule

## Basic Details

Enter the name and configure whether you want to be notified when a trigger occurs.

Name

☒ Send Trigger Notification Via Email

Email

### Notification Selection

☒ Trigger Execution Summary

☒ End Date/Occurrences Alert

☐ Failure - Folder Path Not Found

☐ Failure - File Header Mismatch

☐ Failure - File Size Too Large

☐ Failure - File Not Found

☐ Failure - No Valid Records Found In The File

☐ Failure - Invalid Zip Password

☐ Failure - Failed To Connect To FTP

☐ Failure - Failed To Connect To SFTP

☐ Failure - End Of File Not Found

☐ Failure - Social Hours



# Set Schedule

✓

Action

Select action

Enter action details

✓

Target data

Input method - upload file

✓

Details

Basic Details

Schedule

Immediate

One Time

Hourly

Daily

Weekly

Expression

☐

Enable Social Hours ⓘ

ⓘ

When this option is enabled, triggers that run outside social hours will not process the files found in the SFTP location. Any files not processed will be picked during the next trigger execution that falls within social hours. Any triggers that start execution in social hours will continue to be processed through non-social hours for large files.

Social hours can be configured under the [settings](#) section of the event scheduler.

# Finalize

<div><div>Q Search</div></div>						<div>Add Schedule</div>
Type	Schedule Name	Total Runs	Pattern	Status	Actions	
<div><div>SMS</div></div>	<div><div>Notification - DJALX</div><div>Created on 31-01-2023 by Rick Simon</div></div>	0	Repeat Pattern - ONE TIME	<div><div><div>✓</div></div><div>Enabled</div></div>	<div></div>	

# Trigger Execution Summary

Success - Webex Connect Event Scheduler - Trigger Execution Summary

😊 ⏪ ⏩ ↺



○ Webex Connect Support <support@imiconnect.com>

Today at 16:00

To: 🗿 Eliane Gasparotto (lgasparo)

webex Connect

## Trigger Execution Summary

Hi,  
A scheduled trigger has been successfully executed.

**Trigger Name** - lgasparo\_newAppointmentTest  
**Trigger ID** - 4KASH  
**Execution Time** - 2023-08-04 03:00:13 PM UTC-04:00 America/New\_York  
**Summary :**  
**Total Records** : 3  
**Duplicate Records** : 0  
**Invalid Records** : 0  
**Processed Records** : 3  
**Failure Records** : 0

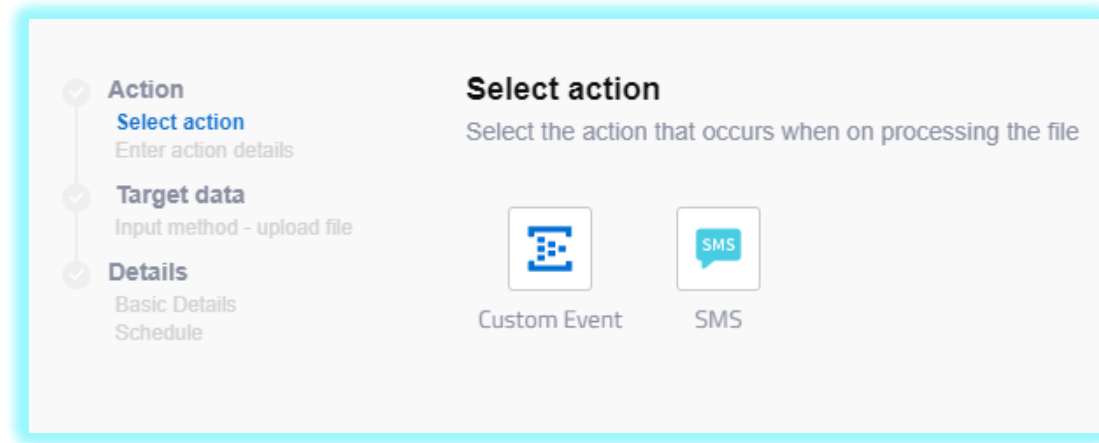
If you have any questions, please reach out to us using the Contact Support options mentioned in your Webex Connect account.

Thanks,  
Team Webex Connect



# Event Scheduler – Events

**Custom Events** – Allows you to trigger rules or flows associated with the selected custom event. The variables required to trigger the custom event and for the successful execution of concerned flows/rules should be available in the file.

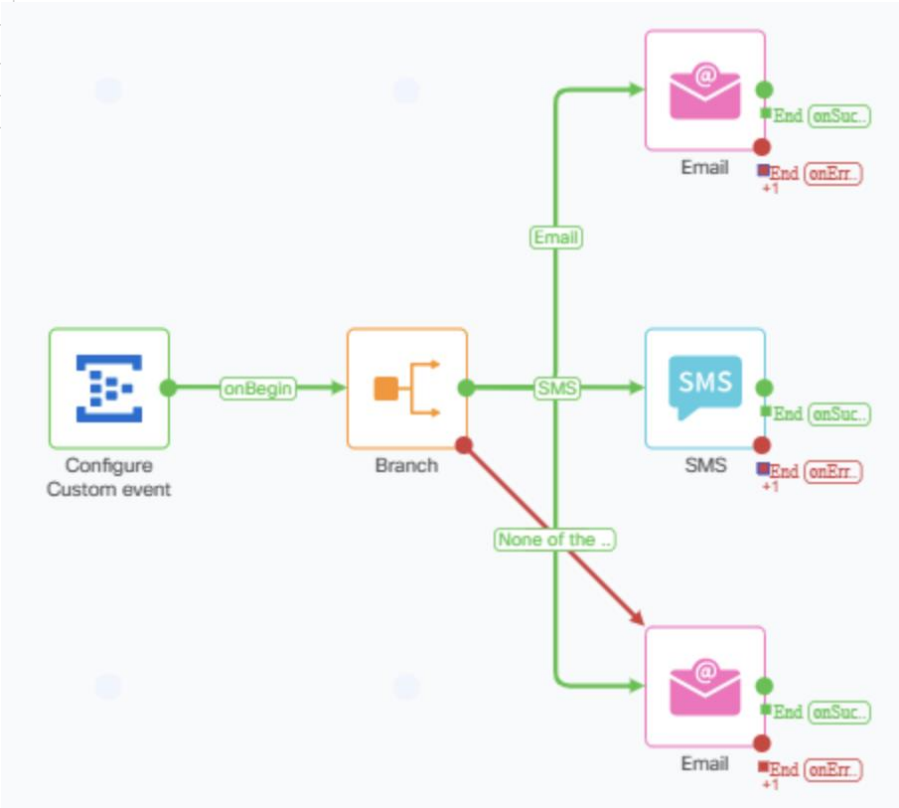


The screenshot displays the 'Event Scheduler' interface with a sidebar on the left and a main content area. The sidebar contains three sections: 'Action' (with a 'Select action' link and 'Enter action details' text), 'Target data' (with 'Input method - upload file' text), and 'Details' (with 'Basic Details' and 'Schedule' links). The main content area is titled 'Select action' and includes the instruction 'Select the action that occurs when on processing the file'. Below this instruction, there are two selectable options: 'Custom Event' represented by a blue icon with a grid pattern, and 'SMS' represented by a blue speech bubble icon with the text 'SMS' inside.

Custom Events on Webex Connect are used to notify Webex Connect of events on business systems which in turn can trigger a rule or flow on the platform.

# Sample Flow

	A	B	C
1	Channel	Caddress	CMessage
2	SMS	61422601027	Your Order is on its way
3	Email	<a href="mailto:customer@gmail.com">customer@gmail.com</a>	Youe Order is confirmed
4	WhatsApp	61422601027	your payment method was declined
5			
6			
7			



# Custom Event

✓ **Action**  
Select action  
[Enter action details](#)

✓ **Target data**  
Input method - upload file

✓ **Details**  
Basic Details  
Schedule

**Select action**  
Select the action that occurs when on processing the file

Cu

✓ **Action**  
Select action  
[Enter action details](#)

✓ **Target data**  
Input method - upload file

✓ **Details**  
Basic Details  
Schedule

**Enter action details**  
Configure the required parameters for selected action.

Select Service  

CCBootCamp ▼

Select Event / Inbound Webhook  

CCBOOTCAMP\_LAB4\_AI ▼

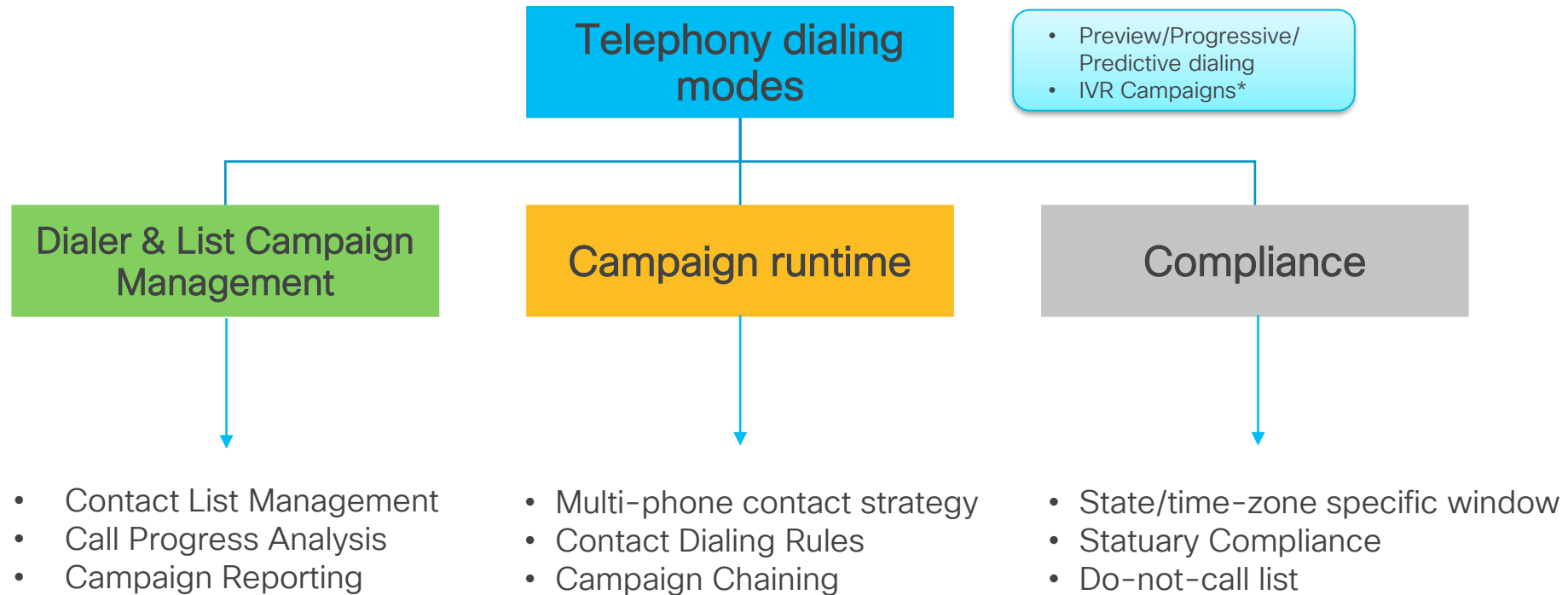
The following flows are configured on CCBOOTCAMP\_LAB4\_AI event.  
1. CCBOOTCAMP\_Lab4\_AI

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# Outbound Voice Campaigns

# Outbound Campaign Features

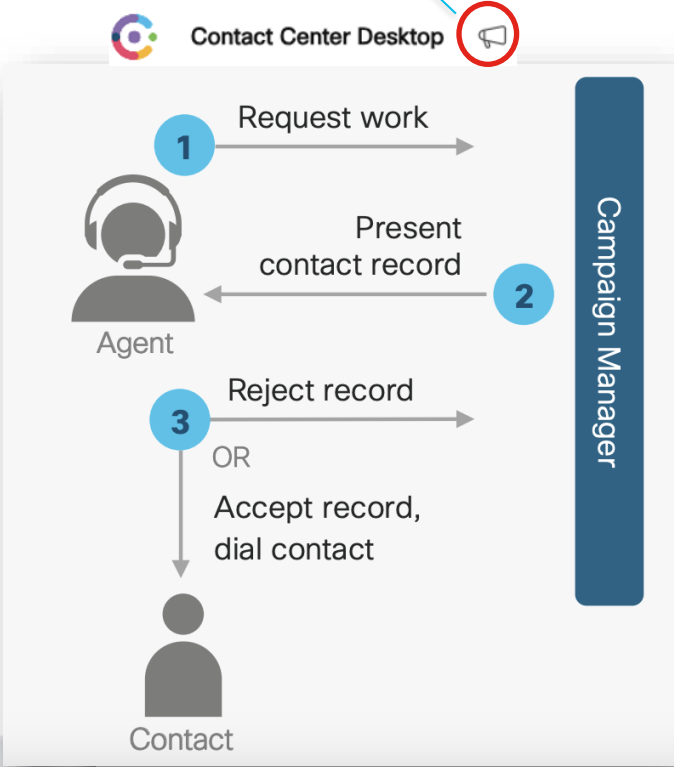
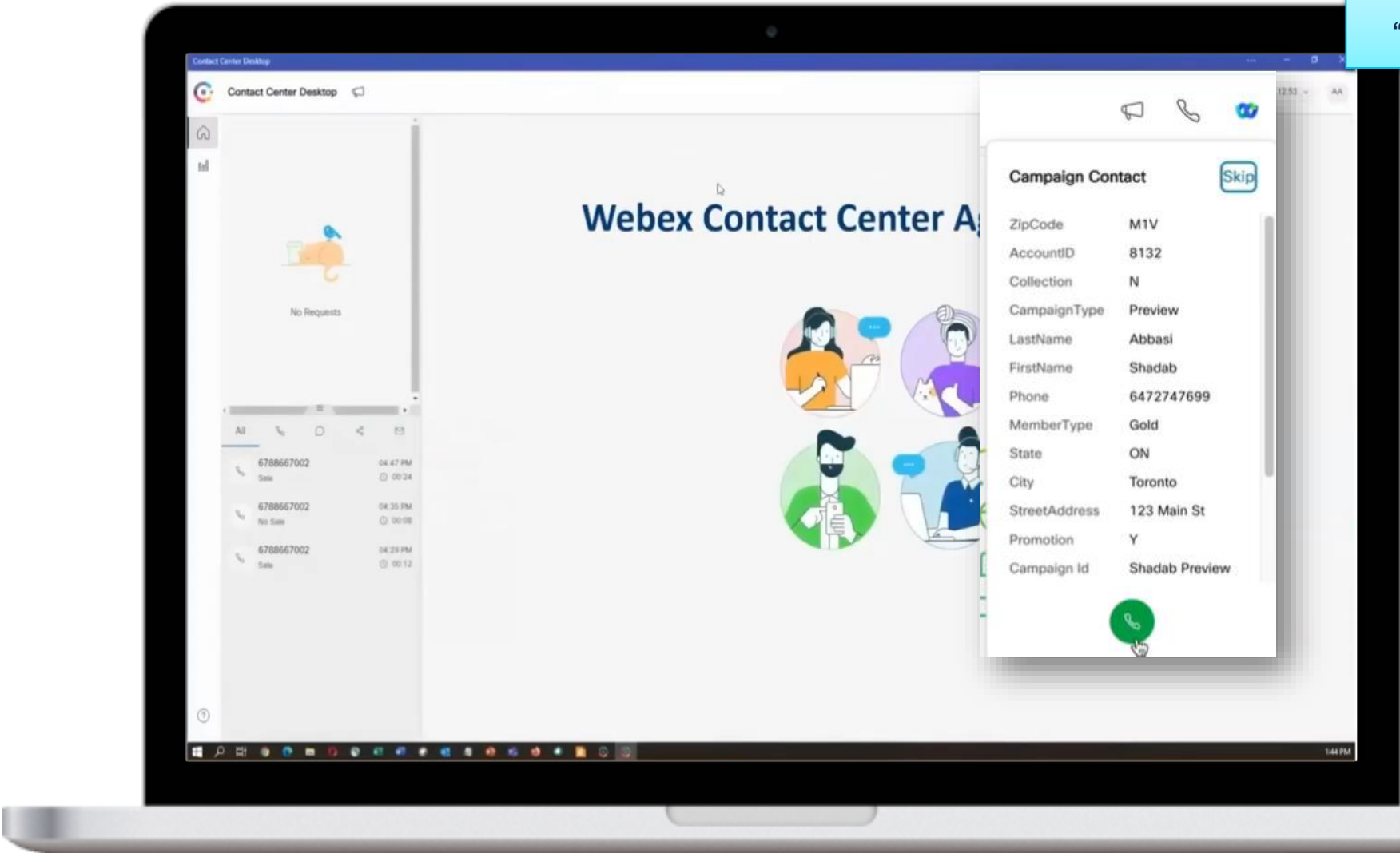
Outbound campaign starts with a Contact list, and Webex Contact Center Outbound Campaign Management support the following:



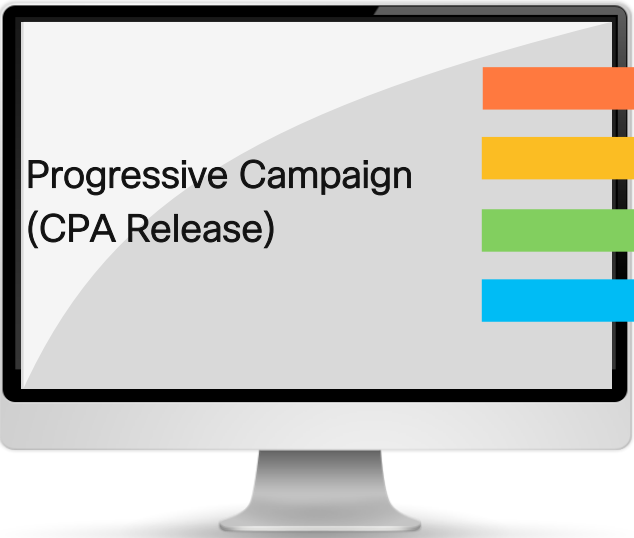


# Outbound Voice – Preview Dialing

Two config objects in Desktop Layout.  
Check documentation for  
“advancedHeader” and “CALL\_GUIDE”



# Progressive Campaign – CPA Release



## Best Practice

Enable CPA in the configuration so that AMD/Voicemail/Fax/No Answer/Busy to be handled by system.

### New Progressive Campaign Report

A new progressive report available in the Analyzer. Available in Historical & Real Time.

### CPA Enablement Option

CPA parameters available in Campaign Group configuration

New Call progress analysis event handler in the flow

### Pacing Mode ( 1:10)

Pacing Mode increased from 1 to 10

### Agent Experience

- Agents will hear a silence until customer live voice is connected.
- Agent will hear a beep tone when customer call leg gets connected

# Progressive Campaign CPA – Agent Experience

The image displays two screenshots of the Webex Contact Center interface, illustrating the agent experience during a campaign call.

**Top Screenshot (Calling State):**

- Header:** Webex Contact Center, Status: Available, Time: 25:23, Agent: SJ.
- Left Panel:** Campaign Call (IVR\_Queue\_1) - Calling. Fields: Campaign id: Credit Card Offers, Offer: Platinum, Customer: Premium, Conversion: High, State: Florida. A blue circle with the number 1 is overlaid on the left panel.
- Main Panel:** Large empty area for the call.

**Bottom Screenshot (Engaged State):**

- Header:** Webex Contact Center, Status: Engaged, Time: 00:01, Agent: SJ.
- Left Panel:** +1 (412) 288-3782 (IVR\_Queue\_1) - 00:01. A green circle with the number 1 is overlaid on the left panel.
- Main Panel:** Interaction panel showing call details and controls. A red circle with the number 2 is overlaid on the interaction panel. Controls include Hold, Consult, Transfer, Pause Recording, and End. Below the controls is a table of call details:

Field	Value
Phone Number	+1-408-555-0001
Queue	12
Queue Name	IVR_Queue_1
Address	3772 AVE NE Sierra Road, Long Long County, San Francisco, CA 94001, Unit...
DNIS	+1-800-900-8989
IVR Path	IVR_Path1
RONA	32
Alternate Number	00083472385

Below the table are buttons for Revert and Save. A green circle with the number 3 is overlaid on the Call Guide section below the table.

**Call Guide Section:**

Call Guide (3)

May I please speak with Mr./Mrs.? Hi this is Randal Parker. The reason why I am calling is I work for a local company. We recently partnered directly with Visa and Mastercard in your state so we are now able to offer the lowest rates in the entire state/. Our Rep Alfonso Rodriguez lives right there in your city and is already stopping by business to a side by side comparison to make sure you are getting the best deal possible. Would you be in later around (time) so our rep Alfonso can come in for a 10-12 minute and give you that side by side comparison? who are you currently processing with if you don't mind me asking? What you think you process in cards in a typical month > 5K? 20? a million? Since you took the appointment today and grab a pen so we can get you this special promo code for the FORTUNE 500 Discount. It is F500 aAre there any others involved in the decision making process? And you have the access to the merchant statement? The monthly bill from you current provider?

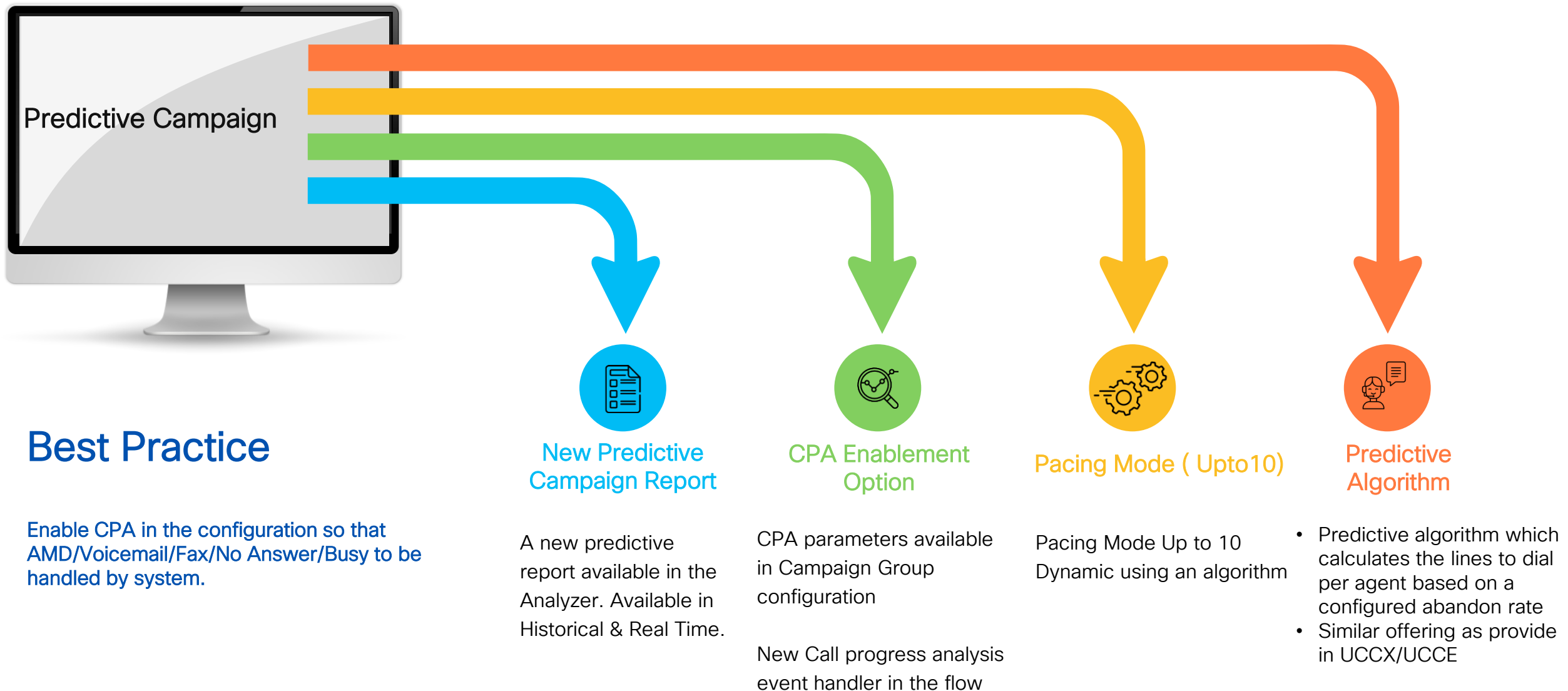
**Bottom Panel:** Service group... | 00:10 12:32 PM. A green circle with the number 3 is overlaid on the bottom panel.

1 Incoming Pop over shows up to 6 fields and is displayed to agent when call is ringing. Cancel button removed

2 Interaction panel can be configured to show 29 unique variables

3 Call Guide can be configured in Acqueon to display call script to agents

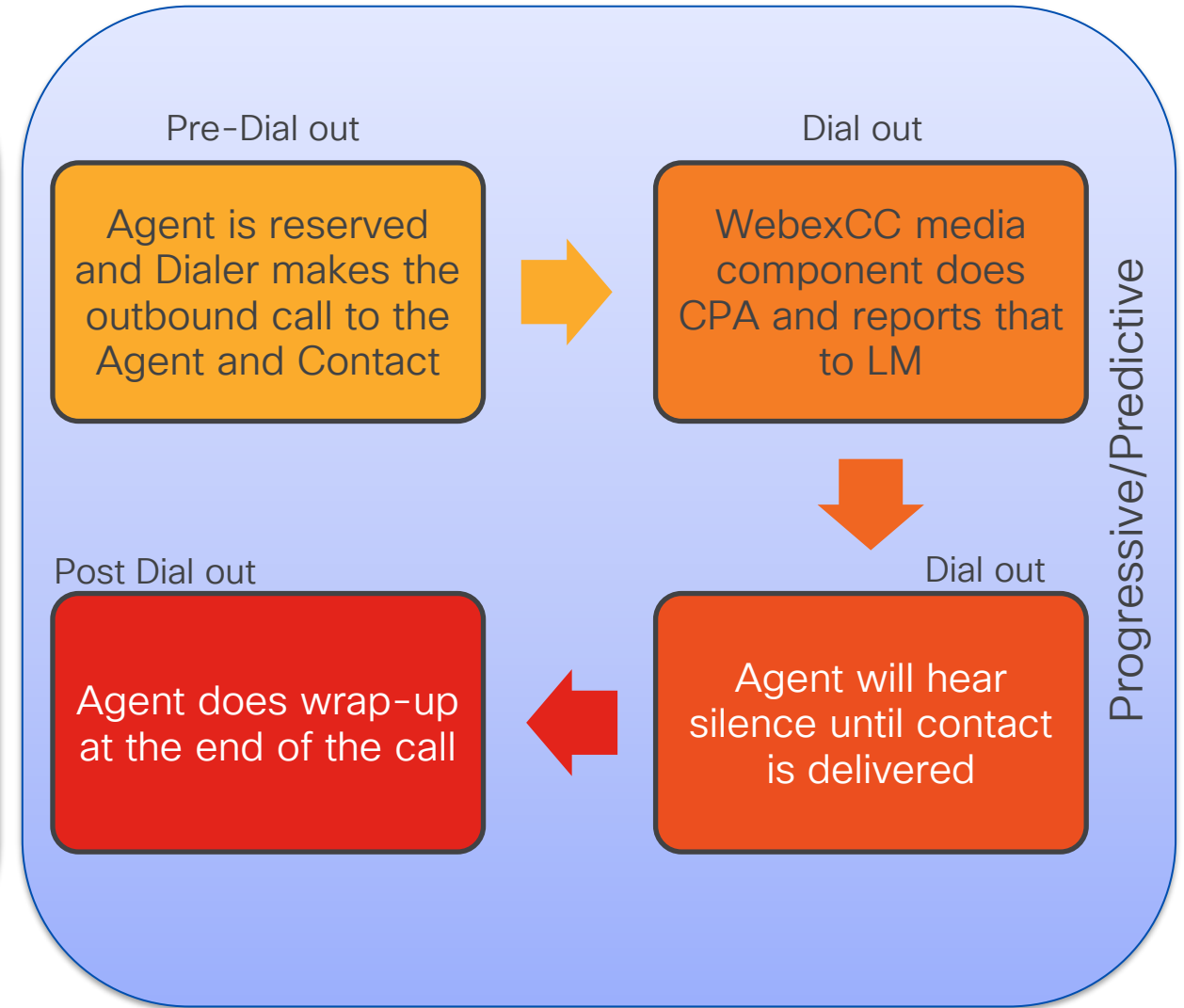
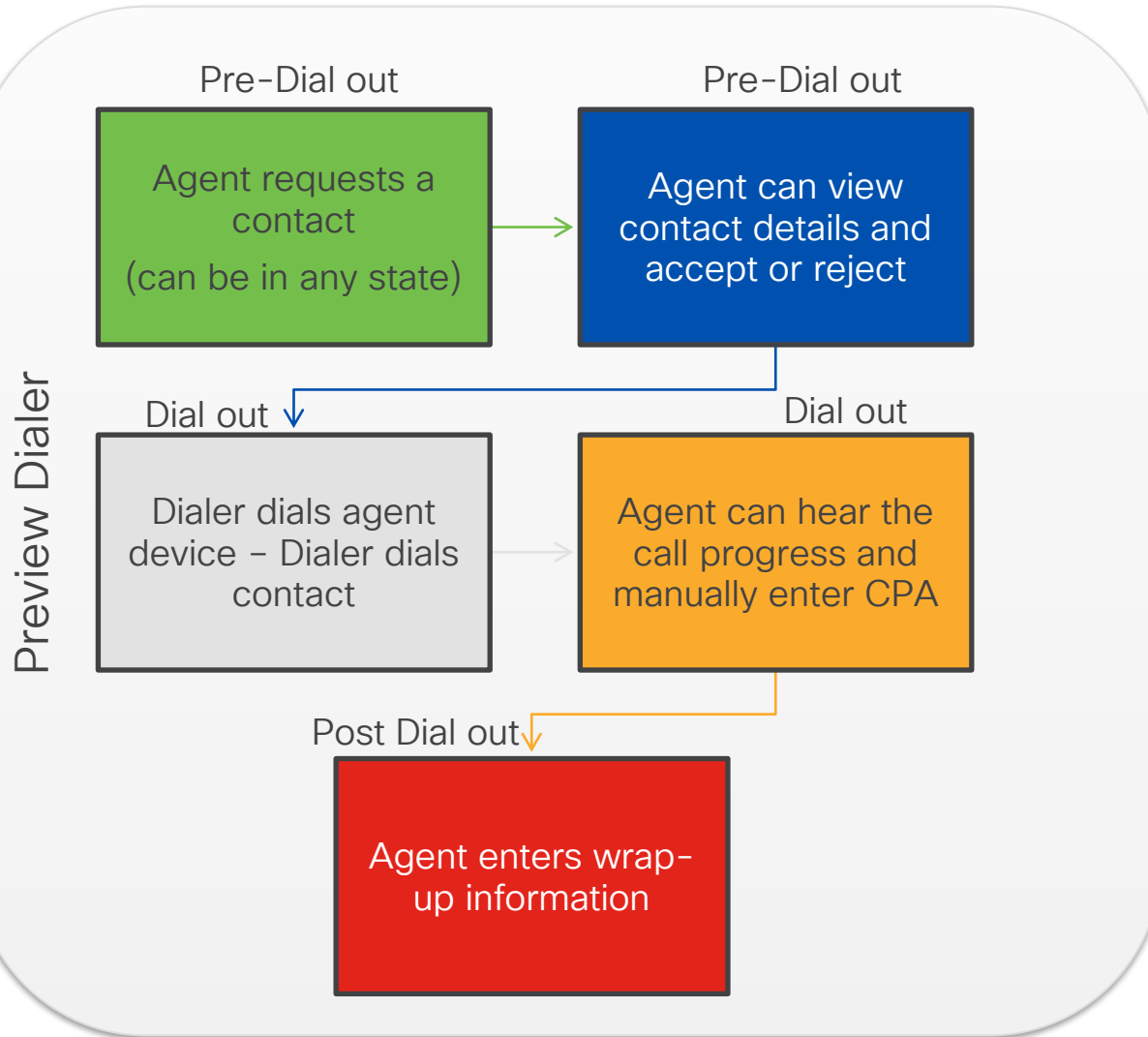
# Predictive Campaign – CPA Release



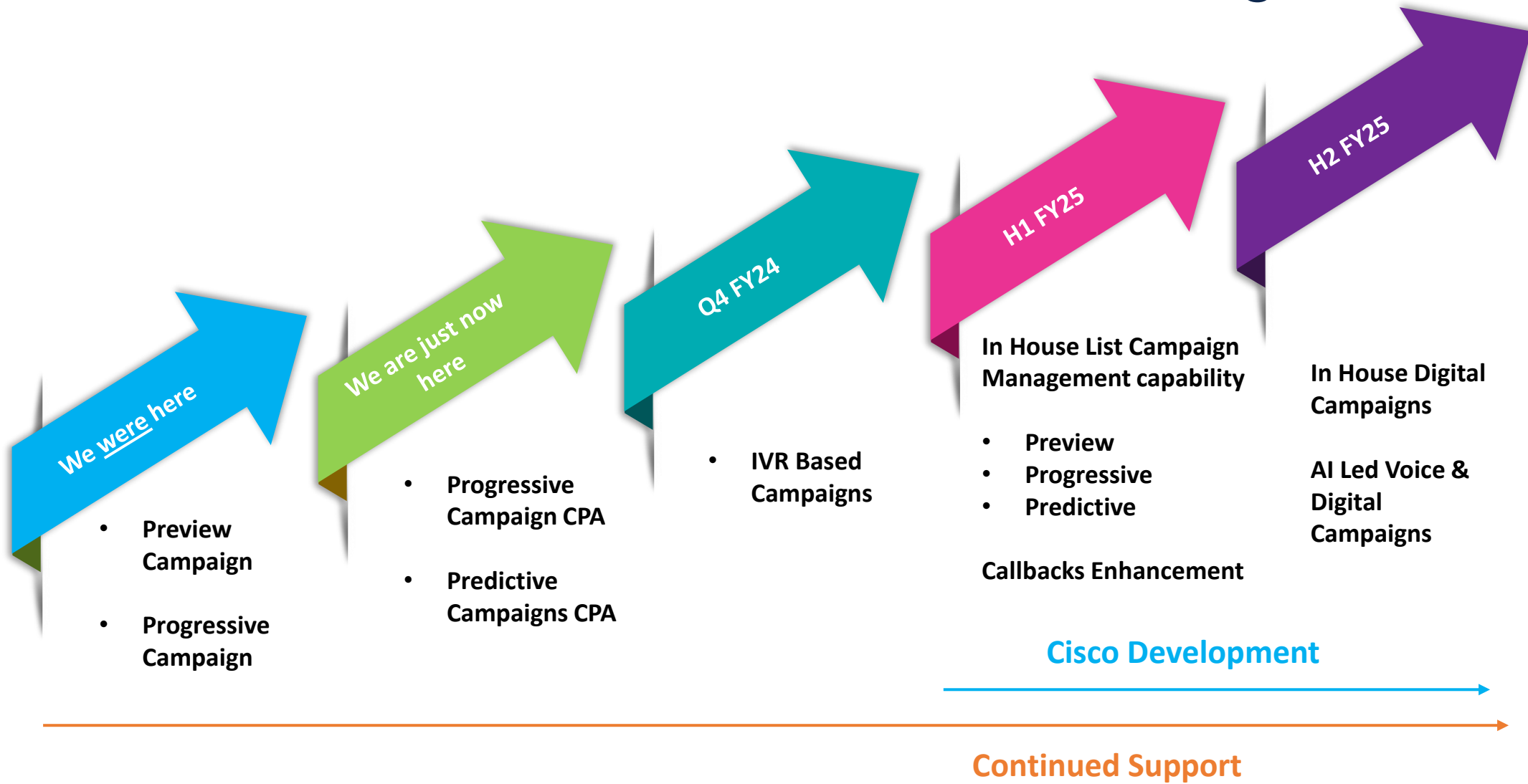
## Best Practice

Enable CPA in the configuration so that AMD/Voicemail/Fax/No Answer/Busy to be handled by system.

# Preview vs Progressive/Predictive Campaigns



# Webex Contact Center Outbound Phasing



# Webex Contact Center Outbound Licensing

<i><b>License Type</b></i>	<i><b>Included</b></i>	<i><b>Agent Type</b></i>
Standard Agent	<ul style="list-style-type: none"><li>• Preview Campaign</li></ul>	Named
Premium Agent	<ul style="list-style-type: none"><li>• Preview Campaign</li><li>• Progressive Campaign</li><li>• Predictive Campaign</li></ul>	Named
Standard Agent	<ul style="list-style-type: none"><li>• Preview Campaign</li></ul>	Concurrent
Premium Agent	<ul style="list-style-type: none"><li>• Preview Campaign</li><li>• Progressive Campaign</li><li>• Predictive Campaign</li></ul>	Concurrent

IVR Campaign Pricing In Discussion

# Demo





# WxCC Campaign Configuration

# Control Hub Connector

< AcqueonLCM

Connector ID

7b87646d-e9c3-41be-b797-d87eb7558776

Credentials

Name \*

AcqueonLCM

Resource Domain \*

https://apmm.ae.acqueon.com/APMMLCMWebservice/

User Name

API\_User1@acqueon.com

Password

.....

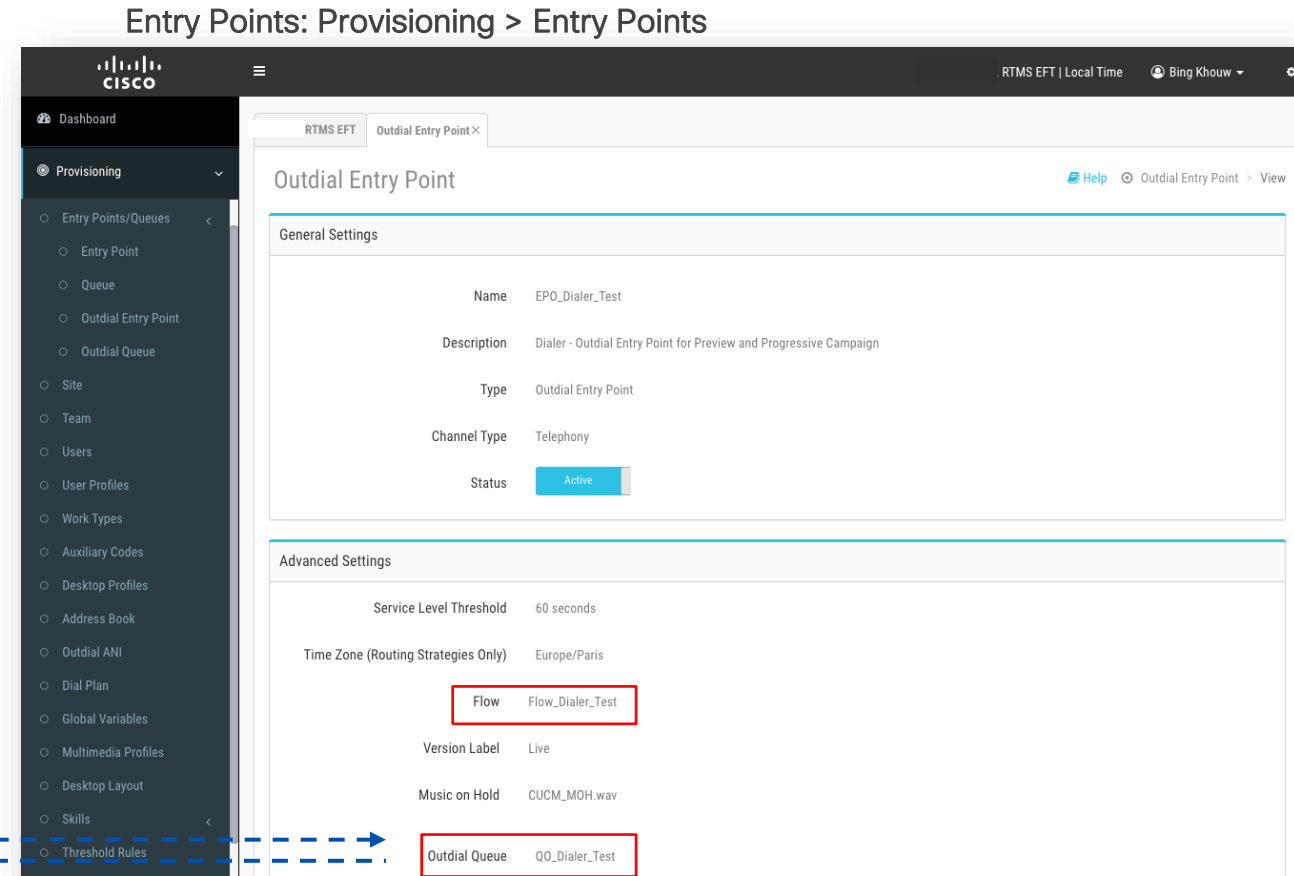
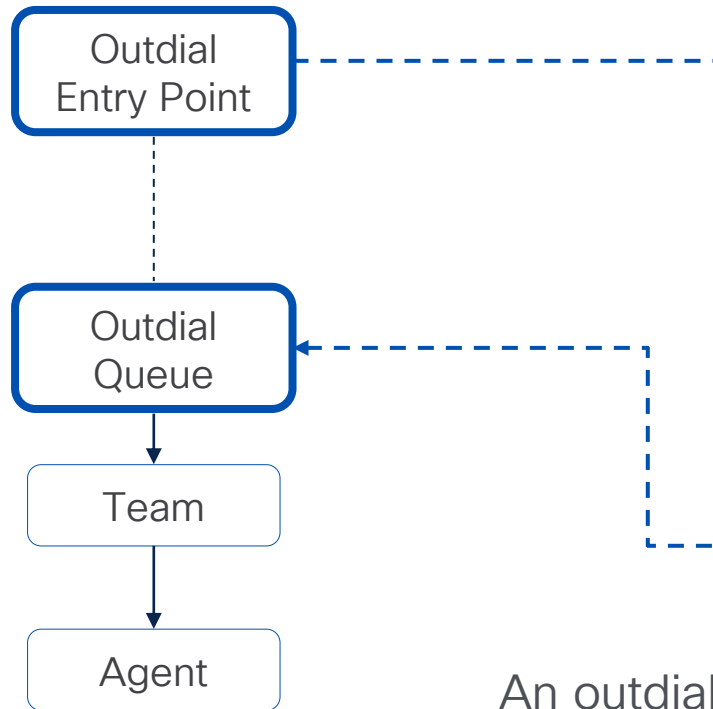
Validation URL

A Custom Control Hub Connector must be configured, as all requests/updates made to LCM are now authenticated by Acqueon.



# Provisioning Overview

Control Hub/  
Portal

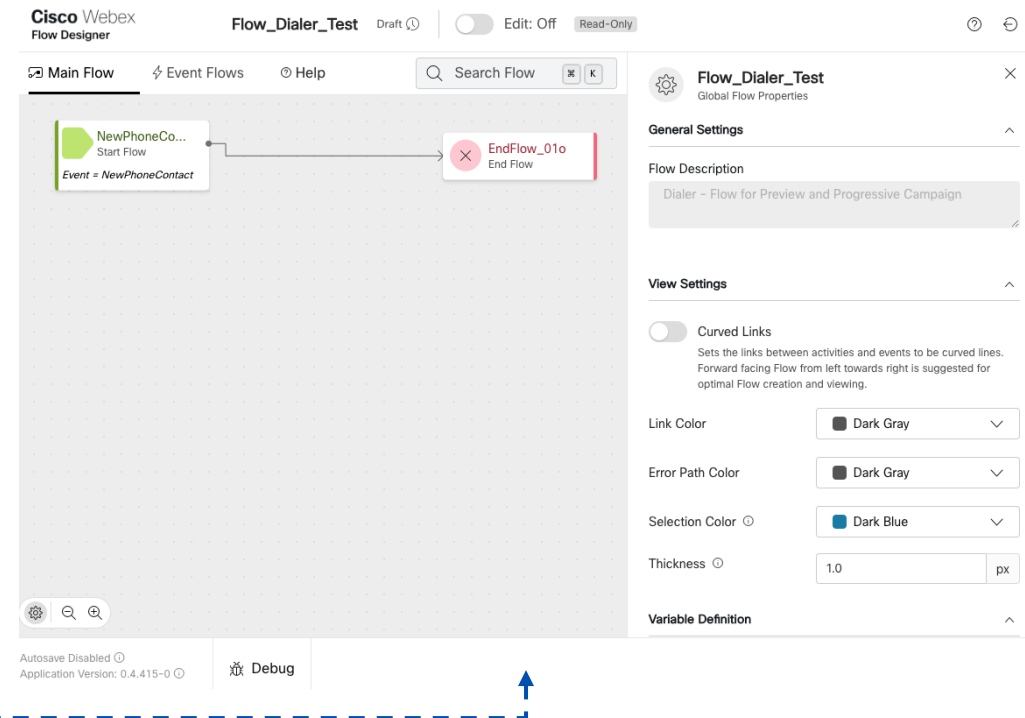
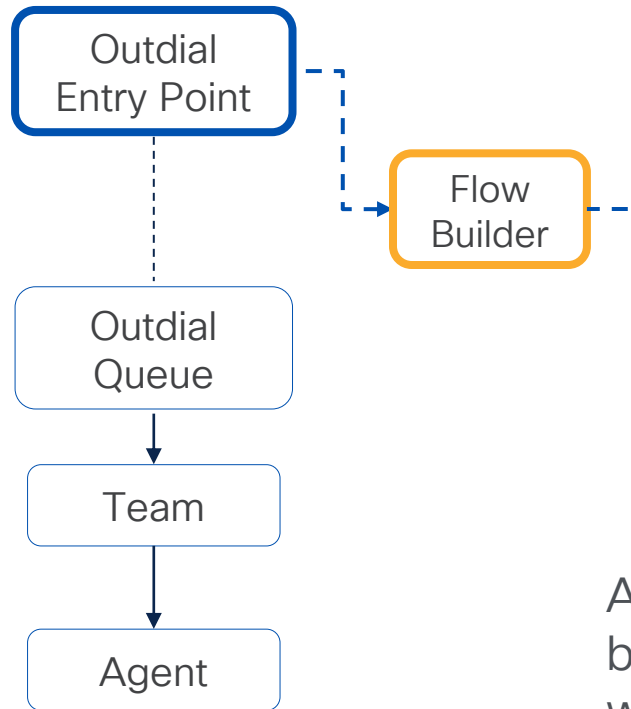


An outdial entrypoint must be configured for every campaign. The entrypoint is linked with the Campaign (Campaign group in Acqueon) in LCM and associates the outdial queue created above and the flow.

# Provisioning Overview

## Flow Designer > Outdial Flows

Control Hub/  
Portal

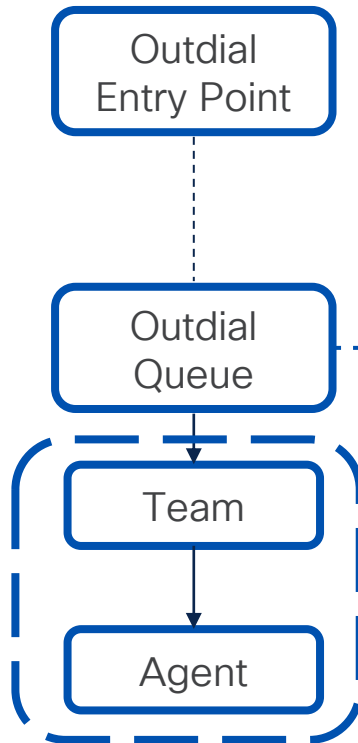


A **flow** must be configured with each **campaign**, referenced by the outdial entrypoint. The flow is simple but dictates which variables are shown on the agent desktop and in which order. This is done via **global** variables.

# Provisioning Overview

## Entry Points: Provisioning > Outdial Queues

Control Hub/  
Portal



**Outdial Queue**

**General Settings**

Name: QQ\_Dialer\_Test

Description: Dialer - Outdial Queue for Preview and Progressive Campaign

Type: Outdial Queue

Channel Type: Telephony

Status: Active

**Contact Routing Settings**

Enable Outbound Campaign or Web Callback: Yes

Queue Routing Type: Longest Available Agent

Call Distribution: Group1

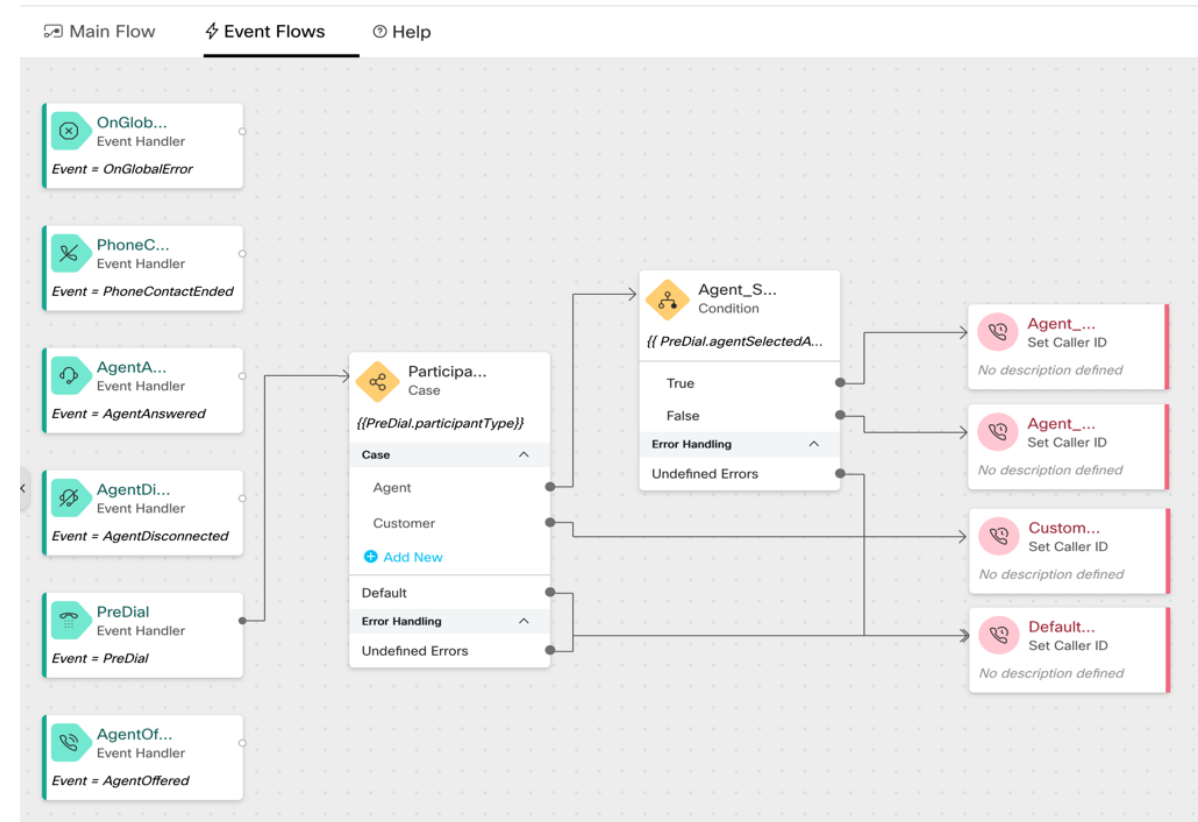
Team Name	Site Name	Team Type
Team-Green-Agent-RTMS-US1	Site-RTMS-US1	Agent Based

- An outdial queue must be configured for every campaign. Enable Outbound Campaign is selected.
- The queue is always Longest Available Agent and note that only a single call distribution group can be added.
- The agents in the teams selected will be utilized for the progressive campaign and will be reserved by the dialer once they are in the available state.

# WxCC Campaign Flow Configuration

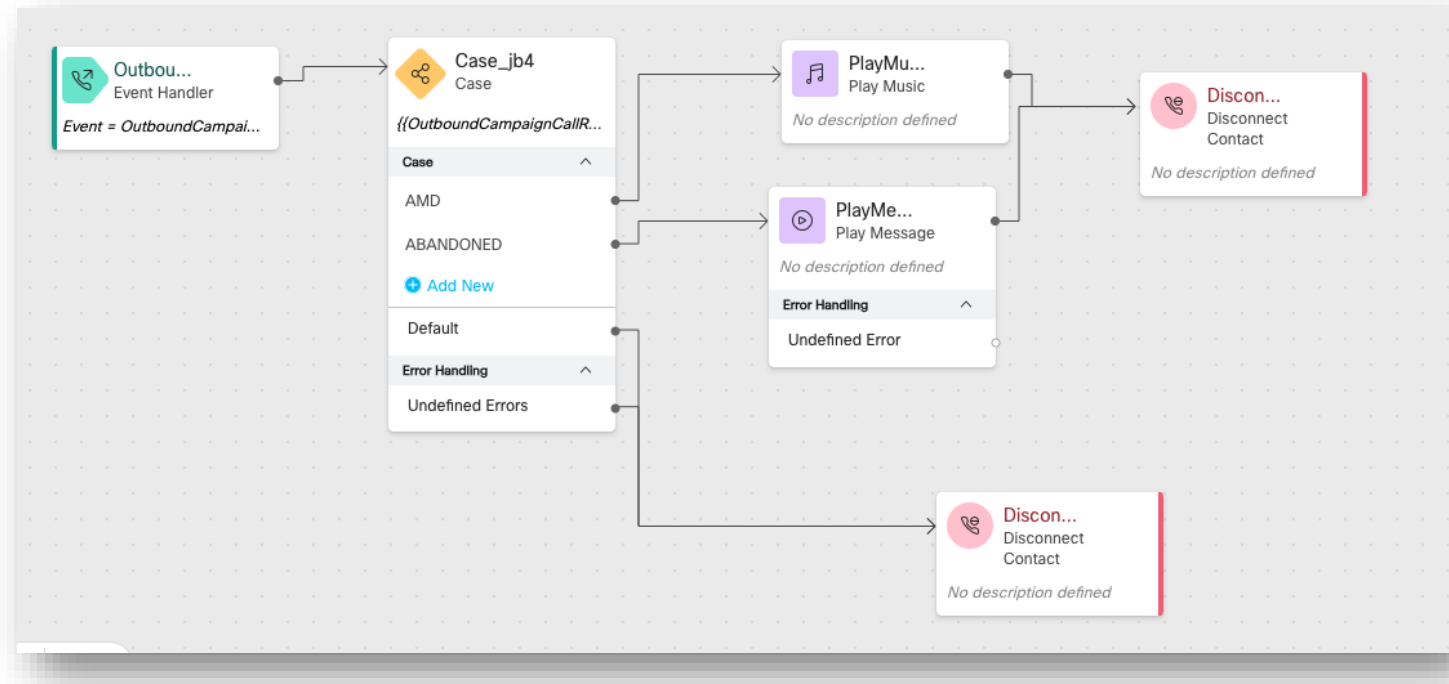
# Customize ANI for Multiple Call Scenarios

- ANI feature provides the phone call recipient with the caller's phone number.
- There are scenarios where the system sends a default ANI to the call recipient device which leads to the customer disconnecting the calls as the number is not identified by them.
- This feature will help the flow developer define the ANI in Flow Control which can be sent to the service provider.
- ANI feature always for Region mapping (RTMS)
- Scenarios are covered as part of this feature:
  - Inbound Call
  - Outbound Call
  - Transfer/Consult
  - Courtesy Callback
  - Outbound Campaign



# Customize message in case of Voicemail/Answering Machine

- Flow Designer > Event Flows > OutboundCampaignCallResult handler Allows to trigger a message when the call has terminated at a voicemail/Answering machine or will be abandoned.





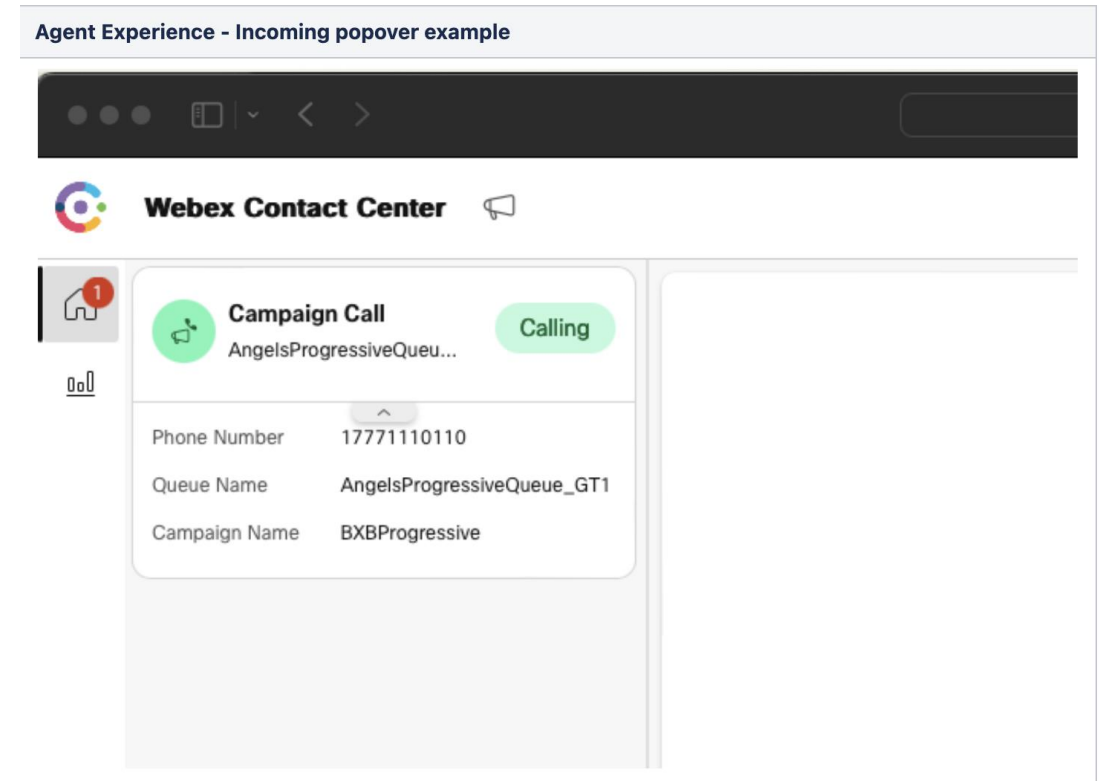
# Campaign Flow Incoming Popover Layout

Incoming popover is displayed when call is ringing at agent device.

Up to 6 fields may be shown.

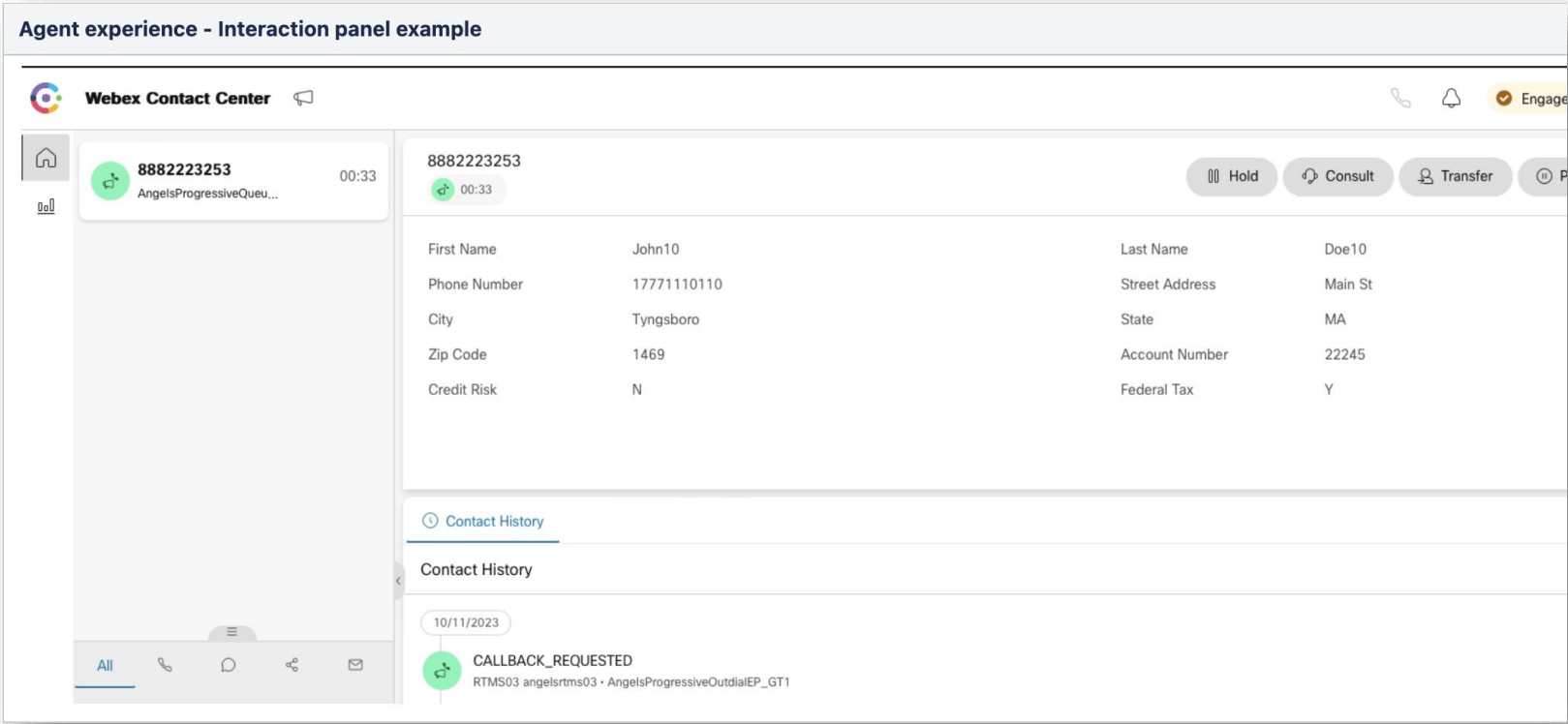
**Advisable to present the Campaign id to the agent** so that they are aware of the Campaign call they are working on.

**Note:** For both Progressive and Predictive 1:N Dialer with CPA, No customer data (Campaign Business Parameters) can be shown on the incoming popover as at the time of agent reservation end customer is unknown.



# Campaign Flow Interaction Panel Layout

Interaction Panel layout is displayed when call is Engaged at agent device.  
Up to 29 unique global variables can be arranged and shown on the agent desktop.



CustomerNumber	CompanyName	ContactFirstName	ContactLastNa	ContactWork	ContactHome	ContactMobile	ReasonCall	FollowupCall	FollowupDate	
PH00084945MCCREGHQ06	ALL DAYS MOVERS	FirstName	LastName	31203570000			MA_KC_06	Yes	4-Nov-21	f
PH00047858MCCREGHQ06	123GO GROUP INC	Accounts	Payable	31203570000			MA_KC_06	Yes	4-Nov-21	f
PH00132496MCCREGHO06	LOGISTICS CORPORATION	Accounts	Pavable	31203570000			MA CE 06	Yes	4-Nov-21	f

# WxCC Campaign Reporting

# Reporting User Experience (Progressive & Predictive Campaign)

anubis  
cisco

Analyzer

⋮

Settings

Export

Progressive & Predictive Campaign Report

Time Zone : (UTC-05:00) Eastern Standard Time (America/New\_York)

Progressive & Predictive Campaign Report

Outdial Entrypoint

All

Campaign Type

All

Interval

Daily

Duration

Last 7 days

Campaign Type	Interval	Queue Name	Team Name	Agent Name	Contacts	Average Handle Time	Average Talk Time
PREDICTIVE (2)	02/09/2024 (2)	AngelsProgressiveQueue...	AngelsProgressiveTeam...	RTMS19 angelsrtms19 (1)	3	00:00:26	00:00:14
		N/A (1)	N/A (1)	N/A (1)	6	00:00:00	00:00:00
PROGRESSIVE (1)	02/09/2024 (1)	BXBProgGTQ2 (1)	BXBProgGTTeam2 (1)	RTMS07 angelsrtms07 (1)	2	00:01:15	00:01:08

➡ Top Level Report

Search

Export

⌵

×

ID	Agent Login Time	Agent Name	Team Name	Campaign Reserved Time
1	11/28/2023 4:23:27 AM	RTMS04 angelsrtms04	AngelsProgressiveTeam_GT1	5 min 56 sec
2	11/28/2023 8:50:23 AM	RTMS04 angelsrtms04	AngelsProgressiveTeam_GT1	4 min 42 sec

➡ Campaign Historical Report Agent Drill Down

Search

Export

⌵

×

ID	Contact	Agent CID	CPA Status	Call Start Time	Call End Time	Talk Time
71	8882223265	4085267209	CUSTOMER_UNAVAILABLE	11/28/2023 8:50:51 AM	11/28/2023 8:50:54 AM	0 ms
72	8882223265	4085267209	CUSTOMER_UNAVAILABLE	11/28/2023 8:50:55 AM	11/28/2023 8:50:58 AM	0 ms
73	8882223008	4085267209	INVALID_NUMBER	11/28/2023 8:50:59 AM	11/28/2023 8:51:00 AM	0 ms
74	8882223257	4085267209	INVALID_NUMBER	11/28/2023 8:51:01 AM	11/28/2023 8:51:02 AM	0 ms
75	8882223008	4085267209	INVALID_NUMBER	11/28/2023 8:51:03 AM	11/28/2023 8:51:05 AM	0 ms
76	8882223257	4085267209	INVALID_NUMBER	11/28/2023 8:51:07 AM	11/28/2023 8:51:08 AM	0 ms
77	8882223265	4085267209	CUSTOMER_UNAVAILABLE	11/28/2023 8:51:09 AM	11/28/2023 8:51:12 AM	0 ms
78	8882223265	4085267209	CUSTOMER_UNAVAILABLE	11/28/2023 8:51:13 AM	11/28/2023 8:51:16 AM	0 ms
79	8882223265	4085267209	CUSTOMER_UNAVAILABLE	11/28/2023 8:51:17 AM	11/28/2023 8:51:21 AM	0 ms
80	8882223265	4085267209	CUSTOMER_UNAVAILABLE	11/28/2023 8:51:23 AM	11/28/2023 8:51:26 AM	0 ms

➡ Campaign Historical Call Drill Down

# Conclusion



The bridge to possible

# Appendix

# LCM Configuration



# Accessing AE List and Campaign Management

CC TSA

Dashboard

Entry Point - Site level Dashboard

ACQUEON

Home

Campaign

Group

System

Contact Strategy

License

User

Script Designer

Reports

Alerts

AE Tools

Teams

Welcome wxccsalesadmin@em

Home

Last Refreshed : 06/02/2023 10:42 AM

Active Campaigns 5

Total	InActive	Elapsed
5	0	0

Total Contacts 327

Open	Fresh	Scheduled	Closed	Others
0	0	0	45	282

Contacts Dialed

0

Contacts Connected

0

Calls Dialed

0

Calls Connected

0

Campaign Specific Quick Links

No Records Found

To Do List

No Records Found

Add New

Quick Links

No Records Found

# Campaign Management

ACQUEON™

Home

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System

Contact Strategy

License

User

Script Designer

Reports

Alerts

AE Tools

Teams

Campaign

Showing 1 - 5 of 5 records

Channel	Campaign Name	Group	Start Date Daily Start Time	End Date Daily End Time	Status Completed (%)	Actions
	RandyPreview	PREV_Preview_Campaign	13/01/2022 12:00 AM	05/06/2025 11:59 PM	<div>EXECUTING</div> 0%	
	Preview_Campaign	PREV_Preview_Campaign	27/05/2021 12:00 AM	26/06/2025 11:59 PM	<div>EXECUTING</div> 100%	
	EFTCampaignClone	PREV_EFT Preview Campai...	27/05/2021 12:00 AM	05/06/2025 11:59 PM	<div>EXECUTING</div> 100%	
	EFT Preview Campaign	PREV_EFT Preview Campai...	27/05/2021 12:00 AM	05/06/2029 11:59 PM	<div>EXECUTING</div> 100%	
	SR_PreviewCampaign	PREV_SR_PreviewCampaign	23/04/2021 12:00 AM	23/05/2099 11:59 PM	<div>EXECUTING</div> 16%	

# Campaign Configuration

ACQUEON

Welcome wxccsalesadmin@email.carehybrid.com

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Configure Campaign

EFT Preview Campaign

<

Campaign Detail

Business Parameters

CSS

Chaining

Contact Lists

Manage Contacts

Schedule

IVR Template Editor

Email Template Editor

SMS Template Editor

Other Co >

Campaign Detail

Campaign Detail

Campaign Name

EFT Preview Campaign

Description

Category

Business Outcome Group

Wrapup Code

Select Date Range

27/05/2021 to 05/06/2029

Select Time Range

12:00 AM - 11:59 PM

TimeZone

(UTC) Coordinated Universal Time

TimeZone Use Type

None

Time to Live(days)

- 365 +

Business Days

OFF

Campaign Group

Contact Strategy

Configuration Options

# Campaign Business Parameters

ACQUEON

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Reports

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AE Tools

Configure Campaign Group (PREV\_Preview\_Test)

Pacing ModePreview

CampaignDetails

Dialer Details

CPA Parameters

Contact Parameters

Name

PREV\_Preview\_Test

Description

PREV\_Preview\_Test

Dialer Name

DLR

Entry Point

EPO\_Dialer\_Preview\_Test

Available Global Business Parameters(0)

Assigned Global Business Parameters(21)

StageAndStep

Overdue

LastPayDate

LastPayAmount

FollowUpDate

CustomerRiskRate

ContactMobile

ContactHome

AE™ Version: 4.2.1.2311

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Campaign Manager Version 4.2.1.2310 & above

# Campaign Group – CPA/ AMD

The screenshot shows the 'Configure Campaign Group (BXPProgGT1)' interface. On the left is a sidebar with navigation links: Home, Campaign, Group (selected), System, Contact Strategy, License, User, Script Designer, Reports, Alerts, and AE Tools. The main area has a 'Pacing Mode' dropdown set to 'Progressive'. Below this are four tabs: CampaignDetails, Dialer Details, CPA Parameters (selected), and Contact Parameters. The CPA Parameters tab contains several settings: CPA Detection, AMD Detection, and Terminating Tone Detection, all with toggle switches set to 'ON'. Below these are five sliders with corresponding input fields: Min Silence Period (100 - 1000) at 60ms, Analysis Period (1000 - 10000) at 250ms, Min Valid Speech (50 - 500) at 11ms, Max Time Analysis (1000 - 10000) at 300ms, and Max Term Tone Analysis (1000 - 60000) at 300ms. At the bottom right are 'SAVE' and 'CANCEL' buttons. The footer shows 'AE™ Version: 4.2.1.2311', 'Copyright © 2023 Acqeeon', and 'All rights reserved.'

Parameter	Value
CPA Detection	ON
AMD Detection	ON
Terminating Tone Detection	ON
Min Silence Period (100 - 1000)	60ms
Analysis Period (1000 - 10000)	250ms
Min Valid Speech (50 - 500)	11ms
Max Time Analysis (1000 - 10000)	300ms
Max Term Tone Analysis (1000 - 60000)	300ms


The CPA parameters are considered advanced and are not typically modified.

CPA is performed on the call by the dialer directly, there is no agent awareness.

We can detect the following:

- Fax Machines
- Busy
- Reorder tones
- No answer
- Answering Machines/Voicemail

# Campaign Group – Predictive Dialer Details

 Configure Campaign Group (BXPredictive)

Pacing Mode Predictive

CampaignDetails	Dialer Details	CPA Parameters	Contact Parameters
Outbound Caller ID	17771110110		
Dial Rate (1 - 10)	<div><div></div></div> <div>- 3.2 +</div>		
No Answer Ring Limit (1 - 100)	<div><div></div></div> <div>- 32<sup>sec</sup> +</div>		
Max Dialing Rate (1 - 10)	<div><div></div></div> <div>- 10 +</div>		
Abandon Rate Percentage (1 - 100)	<div><div></div></div> <div>- 3 +</div>		
Predictive Correction Pace (10 - 5000)	<div><div></div></div> <div>- 1862 +</div>		
Predictive Gain (0.1 - 3.0)	<div><div></div></div> <div>- 1 +</div>		
Reservation Percentage (1 - 100)	<div><div></div></div> <div>- 100 +</div>		



Campaign Manager Version 4.2.1.2401 & above

Dialer Details specifies the dial rate when CPA and AMD are needed for the call.

- Dial Rate(1-10) – Define dial rate for dialling
- Max Dial Rate – Max dial rate to achieve configure abandon rate
- Abandon Rate – Define abandon rate for the campaign
- Predictive Correction Pace – size of number of voice calls that a major correction is taken to the predictive calls to be dialed.
- Predictive Gain :- Multiplier on how rapidly it moves upward or downward.

# Resources

## Cisco Webex Contact Center Setup and Administration Guide

[https://www.cisco.com/c/en/us/td/docs/voice\\_ip\\_comm/cust\\_contact/contact\\_center/webexcc/SetupandAdministrationGuide\\_2/bmp-release-2/wcc\\_oem-integration-with-acqueon.html](https://www.cisco.com/c/en/us/td/docs/voice_ip_comm/cust_contact/contact_center/webexcc/SetupandAdministrationGuide_2/bmp-release-2/wcc_oem-integration-with-acqueon.html)

## Cisco Webex Contact Center Campaign Manager User Guid

[https://www.cisco.com/c/en/us/td/docs/voice\\_ip\\_comm/cust\\_contact/contact\\_center/webexcc/campaign\\_user\\_20/webexcc\\_b\\_20-campaign-manager-user-guide/webexcc\\_m\\_20-campaign.html](https://www.cisco.com/c/en/us/td/docs/voice_ip_comm/cust_contact/contact_center/webexcc/campaign_user_20/webexcc_b_20-campaign-manager-user-guide/webexcc_m_20-campaign.html)

## Custom Events

<https://help.imiconnect.io/docs/custom-events>

## Event Scheduler

<https://help.imiconnect.io/docs/event-scheduler>

## Acqueon Provisioning Request Form (Partner)

<https://app.smartsheet.com/b/form/32df31c83b2c41ffb2c713420ceeb3d3>