

The top of the slide features a collage of digital and technical imagery, including a globe with grid lines, a satellite dish, and abstract data patterns in blue and green.

MX Digital

Presentation

Sytel Predictive Dialer

November 2008



Sytel Predictive Dialler

- Sytel Predictive Dialler is a comprehensive outbound customer contact product that integrates with existing voice and data systems. It offers campaign development tools, predictive dialling, real-time statistics and historical reporting - all designed to maximize agent productivity and enhance the overall efficiency of your contact centre.



Sytel Dialling Options

- **Predictive:** Initiates outbound calls based on agent availability as projected from recent campaign events including number of agents logged on, average talk and wrap times, answer rates, and connect rates.
- **Progressive:** System dials number as soon as agent is available.
- **Preview Dialling:** Presents the agent with a customer's record prior to the call being placed, affording time to review the data before being connected to the customer.



Sytel Features

- **Predictive Dialling** - utilize sophisticated pin point accuracy to determine correct pacing for outbound calls, including; positive voice detection, fax, modem, pager, and answering machine detection, do-not-call list management, external table dialling and dynamic filtering
- **Advanced detection functionality** - maintain dialler compliance and productivity with advanced voice, fax, modem, pager and answering machine detection
- **Flexible campaign and call list management** - Create, modify, stop or start campaigns dynamically through a single point of administration. Administrators can manually import or schedule the import of call lists, apply appropriate filters and control the execution of outbound call campaigns
- **Comprehensive Reporting** - gain a clear, concise view of how your contact centre is performing with comprehensive reports

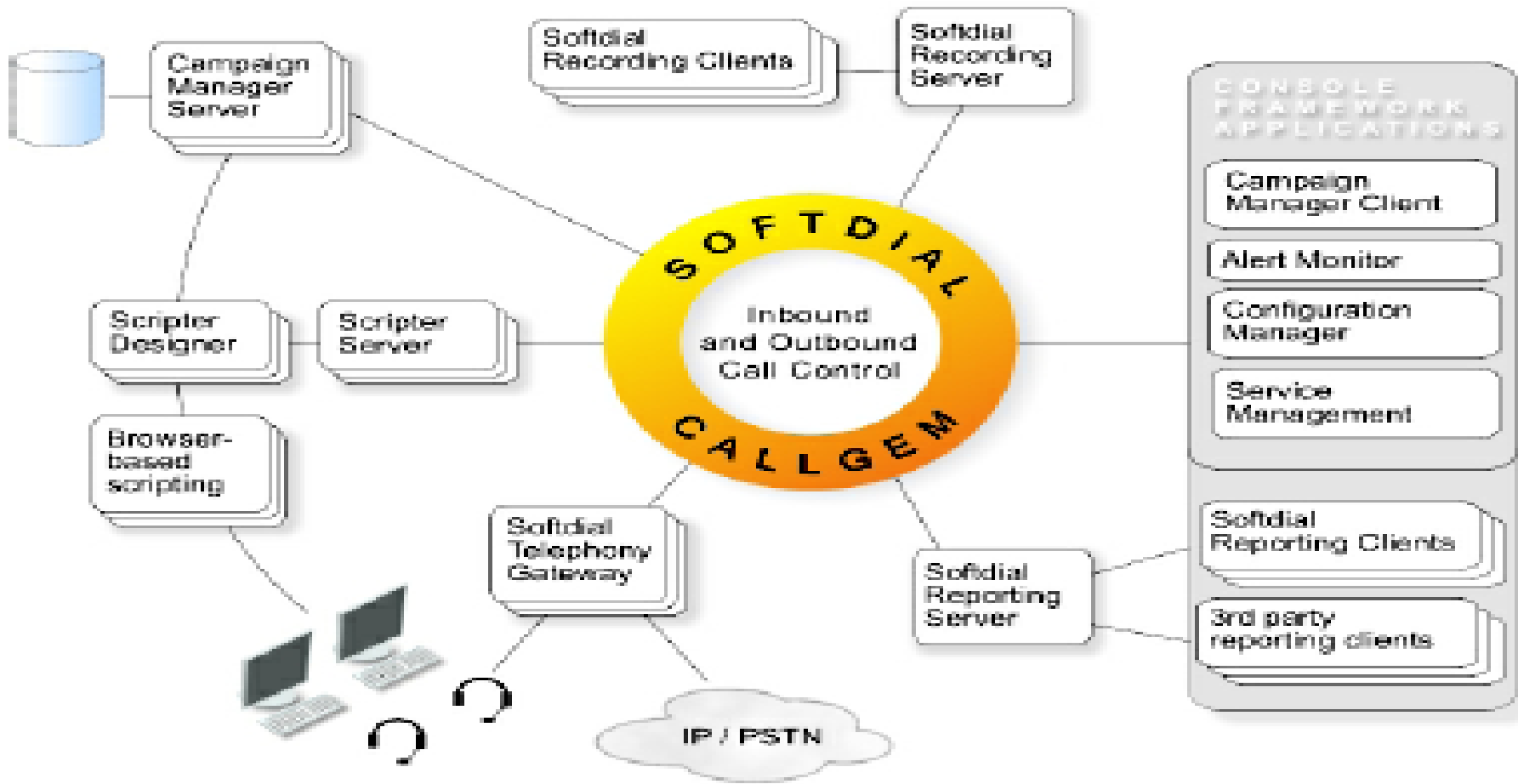


Sytel Dialler Features

- **Call Progress Analysis** - detect non-contact outcomes such as busies, no answers and fax tones with a very high degree of accuracy
- **Recall Management** - manages scheduled recall requirements
- **Multi-number Dialling** - increase the probability of establishing contact using the Three Number/Extended Number Dial options for multi-number dialling
- **Exclusion List Management** - exclude select call records from being dialled
- **Skills-based Routing** - match appropriately skilled agents with specific customer call records
- **Specific Agent Recall** - enable your agents to specify that they wish to "own" a specific call-back



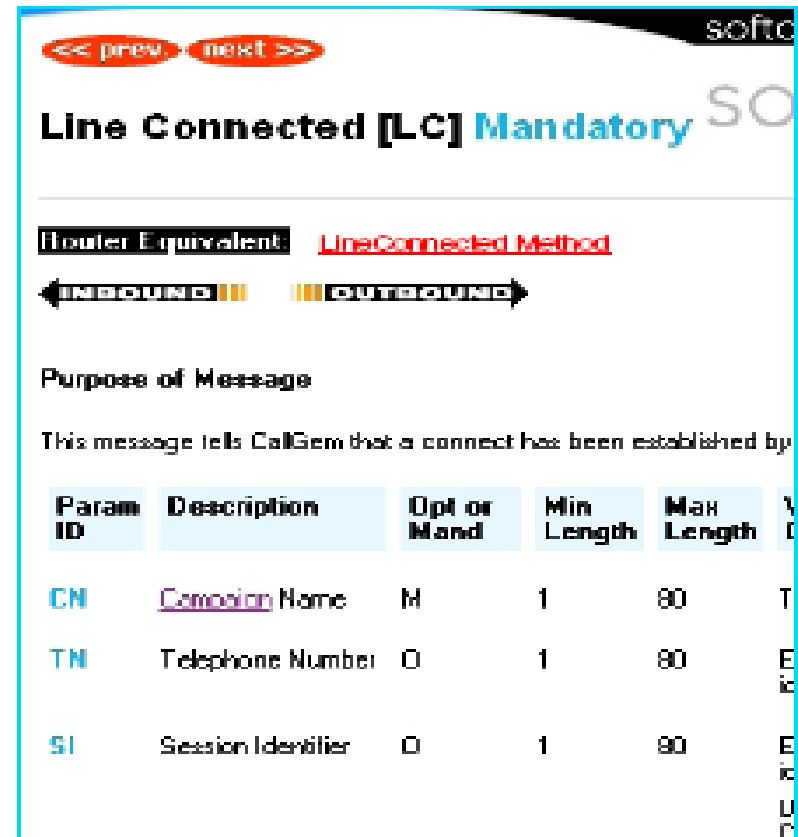
Architecture



Telephony & Communications

Sytel's own telephony platform, Softdial Telephony Gateway™ (STG), uses industry standard components which allow easy integration with existing telephony equipment such as IP-PBX or VOIP gateways to manage the telephony links with agents.

STG can be easily enhanced to provide a variety of voice applications such as messaging, monitoring, conferencing, coaching and call recording.



Line Connected [LC] Mandatory

Router Equivalent: LineConnected Method

← INBOUND ||| ||| OUTBOUND →

Purpose of Message

This message tells CallGem that a connect has been established by

Param ID	Description	Opt or Mand	Min Length	Max Length	V
CN	<u>Company</u> Name	M	1	80	T
TN	Telephone Number	O	1	80	E
SI	Session Identifier	O	1	80	E



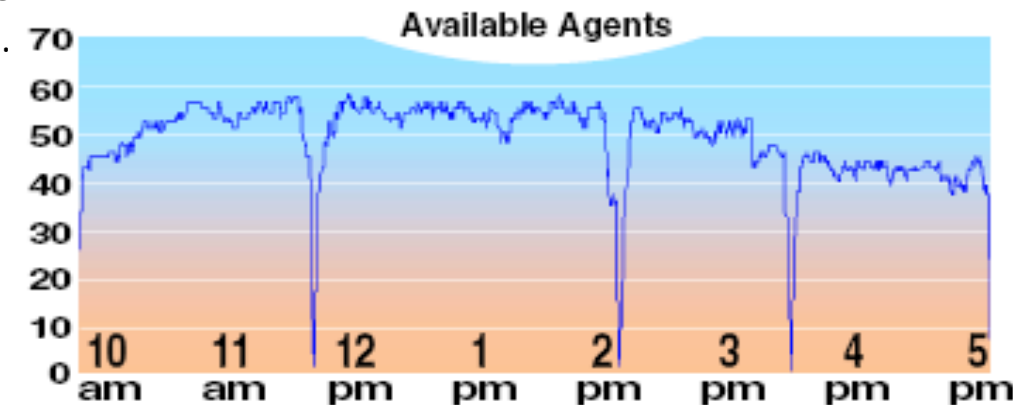
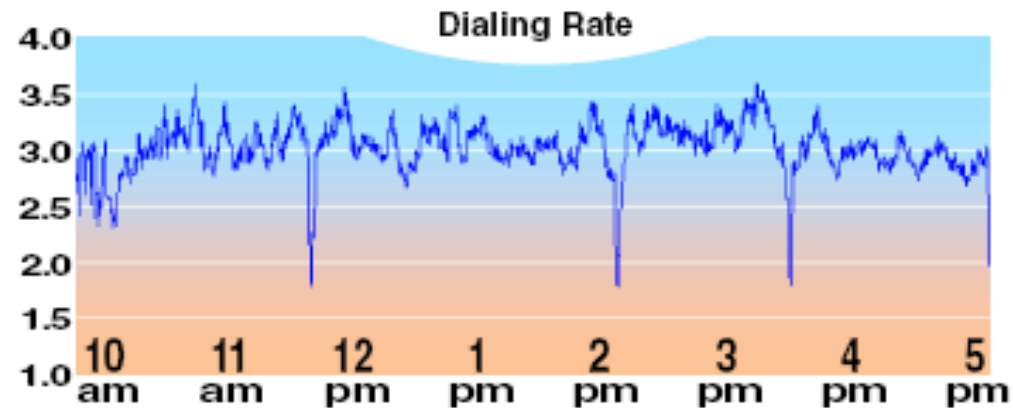
Excellent Performance Under Compliance

Sytel predictive dialer was purpose-built to meet today's stringent compliance conditions.

Uniquely Sytel doesn't just comply with the regulations, but crucially provides excellent performance under compliance.

The key to maintaining performance means being able to respond instantly when campaign conditions change, to provide the best possible dialing rate.

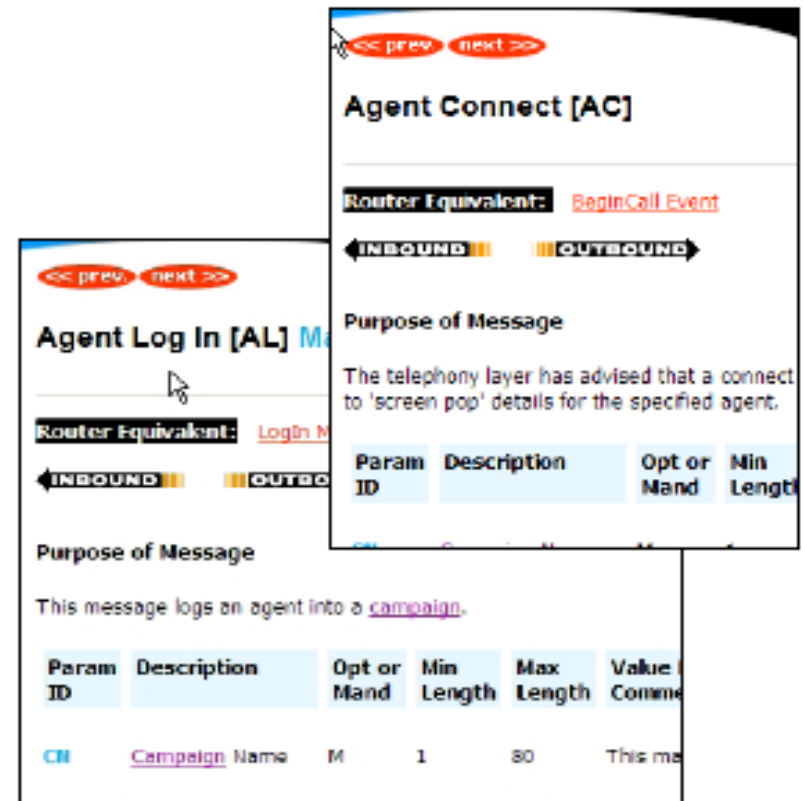
Sytel is able to respond immediately to changes in agent numbers, but in doing so, the adjustment to the dialing rate is precise at all times, such that the cumulative abandoned rate for the campaign doesn't deviate from the % target set.



API integration of in-house applications

Use of the rich agent API in Sytel allows integration of third party applications in a totally customisable way, without compromise.

Sytel's Agent Framework product allows the integration of third party scripting applications into the Scriptor framework. This takes advantage of the Scriptor interfaces so that minimal integration work is required. This is the recommended route for customers seeking to integrate their own applications.



Agent Connect [AC]

Router Equivalent: **BeginCall Event**

INBOUND | OUTBOUND

Purpose of Message

The telephony layer has advised that a connect to 'screen pop' details for the specified agent.

Param ID	Description	Opt or Mand	Min Length	Max Length	Value

Agent Log In [AL] M

Router Equivalent: **LogIn M**

INBOUND | OUTBOUND

Purpose of Message

This message logs an agent into a campaign.

Param ID	Description	Opt or Mand	Min Length	Max Length	Value
CM	<u>Campaign</u> Name	M	1	80	This me



Realtime Access and Update Via ODBC

Sytel Campaign Manager uses a server-side ODBC connection to act as a database proxy on behalf of the call centre and also marshal updates on behalf of application clients, including writing back all disposition and retry information.

Optimised Realtime Feeds and Updates with Customers Own Database Employs advanced multi-threading, caching and centralised update control.

This means no database contention or latency issues to cope with, in achieving high scalability.

Edit Campaign

Campaign Name:

Database Input	Database Output	Call Recording
Data Selection (Filters)	Time Zone Management	Do Not Call Lists
General	Linked Campaigns	Telephony Setup
	Dialing Tuning	Retry Options
		Schedule

This page contains the basic campaign settings. Choose a type of outbound or inbound campaign.

The operational parameters will usually be defaulted to settings appropriate for your site. You will not normally need to change these settings.

Campaign Type	Operational Parameters
<input checked="" type="radio"/> Predictive	Database mode <input type="text" value="Application uses data update protocol"/>
<input type="radio"/> Progressive	Enable retry management <input checked="" type="checkbox"/>
<input type="radio"/> Preview	Pool callbacks if agent is unavailable <input type="checkbox"/>
<input type="radio"/> Inbound	Pool callbacks on retry <input checked="" type="checkbox"/>
	Deliver application data as XML <input type="checkbox"/>

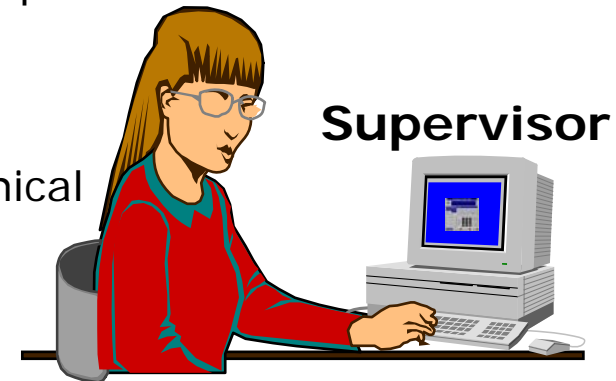
Preview Options	End of List Behaviour
Timeout (s) <input type="text" value="0"/> (0 = Open Preview)	<input checked="" type="radio"/> Wait for retries to become due
Breather (s) <input type="text" value="0"/> (0 = No Breather)	<input type="radio"/> Stop campaign
	<input type="radio"/> Chain agents onto campaign <input type="text" value=""/>
	<input type="radio"/> Accelerate retries then stop campaign

OK Cancel Apply Help



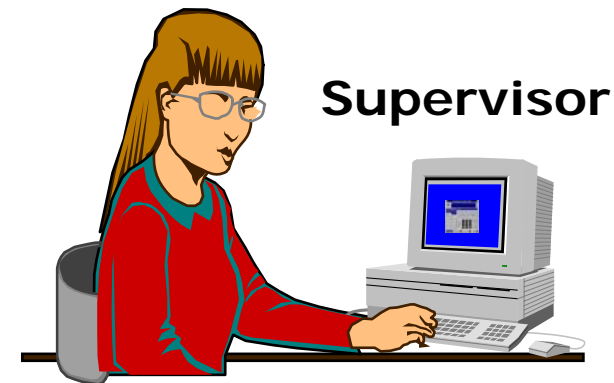
Sytel Dialler Campaign Manager

- Manages all campaign and dialling parameters & strategies.
- Powerful report generation for up-to-the second performance data
- On-the-fly real-time changes to campaign parameters & strategies
- Real-time management of agents and campaign performance
- Automatic recall scheduling
- Real-time agent & campaign monitoring & graphical screen displays



Sytel Dialler Campaign Manager

- Manages agent skill sets
- Agent silent monitoring, coaching & messaging
- Call record exclusions
- Call Result / Disposition codes
- Manages call tables, call lists, call records
- Data Management
- Ad Hoc & historical reporting
- System management & housekeeping tools





State	Name	Type	# Agents	List Size	List Rema...	Retries o...	Cache size	Calls made	Runout Estimate
	Mobiles	Predictive	5	5000	4797	20	456	12890	2 Hours
	InboundTest	Predictive	0	4	4	0	0	0	< 5 Minutes
	_Cold Calls	Predictive							

Type	Time	Campaign	Message
	2008-11-07 16:01:46	Mobiles	A database worker thread has started
	2008-11-07 16:01:46	Mobiles	Campaign Starting
	2008-11-07 16:01:46	Mobiles	A database connection has been established with the following data source: DSN=Mobiles
	2008-11-07 16:01:46	N/A	Adding DNC List DNC_0004.sdc
	2008-11-07 16:01:46	N/A	Adding DNC List TenantDNC.sdc
	2008-11-07 16:01:51	Mobiles	Start Load History
	2008-11-07 16:01:51	Mobiles	End of history load. 288 history records processed.
	2008-11-07 16:01:51	Mobiles	The database worker thread for campaign Mobiles initialised

Campaign Name:

Database Input

Database Output

Call Recording

Data Selection (Filters)

Time Zone Management

Do Not Call Lists

General

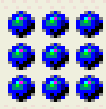
Linked Campaigns

Telephony Setup

Dialing Tuning

Retry Options

Schedule



This page contains the basic campaign settings. Choose a type of outbound or inbound campaign

The operational parameters will usually be defaulted to settings appropriate for your site. You will not normally need to change these settings.

Campaign Type

- Predictive
- Progressive
- Preview
- Inbound

Operational Parameters

- Database mode
- Enable retry management
- Pool callbacks if agent is unavailable
- Pool callbacks on retry
- Deliver application data as XML

Preview Options

- Timeout (s)
(0 = Open Preview)
- Breather (s)
(0 = No Breather)

End of List Behaviour

- Wait for retries to become due
- Stop campaign
- Chain agents onto campaign
- Accelerate retries then stop campaign

OK

Cancel

Apply

Help



Set up and verify that the database connection works before going through the detail parameters. This will give you the ability to pick table and column names from lists of valid names.

Data Source Parameters

Name

User Name

Password

Database Connection Verified

Key Database fields

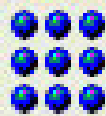
Source Table/View Name

Telephone number column

Unique key column

Cache Size (50-2000)

Generate Audittrail table



NOTE: There is no need to change these parameters to alter dialing performance. Softdial will automatically adjust the dialing rate.

These parameters are set to reasonable defaults that should only be changed upon advice from your supplier or in order to comply with local dialing legislation.

Overdial Parameters

Target Abandon Rate (1 - 5%)	<input type="text"/>
Initial estimated average talk time	<input type="text" value="2"/>
Abandon delay (0 - 2s)	<input type="text" value="1"/>
Ring Timeout (15-59s)	<input type="text" value="16"/>

Campaign Name:

Database Input		Database Output		Call Recording	
Data Selection (Filters)		Time Zone Management		Do Not Call Lists	
General	Linked Campaigns	Telephony Setup	Dialing Tuning	Retry Options	Schedule



The default settings provided should work well for most campaigns. The things you will be most likely to change to suit your service level are the maximum number of retries and the shift times.

Overall maximum retries (1-10)

Don't reschedule before

'Not Present' maximum retries (1-10)

Don't reschedule after

Time Delay for Type of Failure

Code	Description	Delay	Max	Not Present	Not Before	Not After
1	Busy	00, 0H, 15M	6	No	08:00	21:00
2	No Answer	00, 3H, 0M	3	Yes	08:00	21:00
3	Fax Machine	00, 1H, 0M	2	Yes	08:00	21:00
4	Modem	00, 1H, 0M	2	Yes	08:00	21:00
5	Answer Machine	00, 3H, 0M	4	Yes	08:00	21:00
7	Abandoned	3D, 1H, 0M	2	No	08:00	21:00
8	Host Interrupt	00, 0H, 30M	6	No	08:00	21:00
9	Timed Out	00, 1H, 0M	6	No	08:00	21:00
26	Fast Busy	00, 3H, 0M	6	No	08:00	21:00
31	Called Party Hangup	1D, 2H, 0M	2	No	08:00	21:00



Multiple Phone Numbers

- Phone #1 Telephone
- Phone #2 Work Number
- Phone #3 <No Selection>
- Phone #4 <No Selection>
- Phone #5 <No Selection>
- Phone #6 <No Selection>
- Phone #7 <No Selection>
- Phone #8 <No Selection>
- Phone #9 <No Selection>
- Phone #10 <No Selection>

Retry Schema for multiple numbers

- Retry using only one number.
- Exhaust each number's retries before moving on to next phone number
- Try each number on a round-robin basis
- make X calls for each phone number

Retry Totals

- Apply retry management totals to each phone number
- Treat retry management totals as total for all phone numbers.

OK

Cancel

Data Selection (Filters)



Here you can specify which contacts can be selected to be dialed.
A contact must be selected by one or more of the filters below to be dialed.
REMEMBER : the more filters you add, the slower data retrieval will be.

Males aged 20 to 30
Females aged 18 to 40

Add Filter

Edit Filter

Copy Filter

Remove Filter

< Back

Next >

Cancel

Help



Here you can specify the conditions that define this filter.

A contact must satisfy all of the conditions below to be selected by this filter.

REMEMBER : the more conditions you add, the slower data retrieval will be.

Filter name

Age is greater than or equal to 30

Age is less than or equal to 40

Add

Edit

Remove

Ok

Cancel



New lists selected below will require the campaign to be preprocessed. Unselecting lists which have already been preprocessed will not reverse the effect of that list.

Lists may be toggled between Unselected and Selected by using the buttons or by double-clicking.

Do Not Call Lists

Unselected

Mobiles DNC.xml
New York DNC.txt
US DNC.txt
OurCompany DNC.xml



Selected



< Back

Finish

Cancel

Help



If you have made provision for storing agents and switch dispositions in your database these links should be specified here. If you want a standard set of columns appended to your primary table press the button below.

Automatically generate columns

Advanced Database Parameters

Results primary table

Switch Result Column

Agent Result Column

Transaction Timestamp Col

Retry Count Column

Retry User Name Column

Retry Timestamp Column

Last Key Processed

< Back

Next >

Cancel

Help



Reporting

- Works with any ODBC compliant database
- Effectively real time reporting
- Historical views as well
- Range of reports based on data known to Sytel. Not an MIS system
- External feeds provided to customers own MIS systems



Reporting

Reporting leverages the power of RAM and NET technology to deliver real-time stats to any browser, anywhere. Not only handling input from call centre activity as it happens, Publisher is designed to combine it with data from any 3rd party database to produce just the report you need.

Publisher's unique flexible architecture makes it ideal for deployment across the enterprise, distributing the processing load and enabling thin or fat client delivery as you choose. You can select from an extensive range of out-of-the-box reports, or design your own with our easy-to-use, XML-based reporting API.



The screenshot shows the 'Softdial Publisher 1.4.0.0' application window. The title bar includes the text 'Softdial Publisher' and standard window controls. The main interface is divided into a left-hand navigation pane and a right-hand content area. The navigation pane shows a tree structure with folders for 'benami1', 'system', 'Agents', 'Reports', and 'Mobiles'. Under 'Mobiles', there is a sub-folder 'Agents' containing a list of years from 2000 to 2015, each with a red person icon. The right-hand content area features a yellow gear icon and the title 'Mobiles'. Below this, a table displays various call statistics:

Total calls	2495
Connected to agent	511
Answering machines	37
Auto attendants	4
Commitments	13
Faxes	17
Modems	6
Other live	6
Other non-live	3
Refusals	285
Reschedules	103
Unknown machines	4
Wrong numbers	13
Wrong persons	0
Not connected to agent	1984

At the bottom of the window, there is a status bar that reads 'Offline (abort)'.





Mobiles

Calls ▾

Views

▾

▾
 ▾

Ready

Period	Total calls	Connected	Connected rate	Not connected	Not connected rate
Total	1610	552	34.29 %	1058	65.71 %
14:00	213	75	35.21 %	138	64.79 %
15:00	1151	395	34.32 %	756	65.68 %
16:00	246	82	33.33 %	164	66.67 %

- tnt
- Mobiles (30)
 - Agents
 - Wendy Allnutt
 - Thea Taplin
 - Elton Northcote**
 - Gaby Covell
 - Jake Grumwald
 - Tessa Dawkins
 - Charles Longley
 - Mack Givenchy
 - Freya Dalien
 - Leonora Elmes
 - Syd Follett
 - Stella Reddel
 - Kate Challinor
 - Bill Little
 - Julian Bales
 - Valerie Pinfield
 - Lee Gosselin
 - Thomas Pearce
 - Adrian Kline
 - Tilly Hall
 - Perry Graves
 - Robbie de Gruchy
 - Nina Dyer
 - Margaret Connelli
 - Rose Dewsbury
 - Lesley Judge
 - Holly Templeman
 - Kenneth Dyer
 - Sidney Durnian
 - Fergus Ashby
 - Queues

Agents in Mobiles

Reports

Current agents status

Agent	Total calls	Logged time	Working time	Talk time (T)	Wrap time (T)	Wait time (T)
Wendy Allnutt	8	00:05:27	00:05:27	00:04:24	00:00:57	00:00:05
Thea Taplin	9	00:05:33	00:05:33	00:04:26	00:01:01	00:00:05
Elton Northcote	5	00:05:39	00:05:38	00:04:30	00:00:44	00:00:04
Gaby Covell	6	00:04:46	00:04:46	00:03:47	00:00:54	00:00:04
Jake Grumwald	4	00:04:34	00:04:33	00:03:39	00:00:48	00:00:05
Tessa Dawkins	10	00:05:11	00:05:11	00:04:15	00:00:50	00:00:05

Mobiles

Agents Reports

Agents

Agents logged in	Count
Agents logged in	30
Not ready	0
Previewing	0
Talking	22
Waiting	0
Wrapping	8

Wendy Allnutt

Calls Reports

Calls

Total calls	8
Commitments	0
Reschedules	0
Refusals	7
Wrong persons	0
Wrong numbers	1
Answering Machines	0
Auto attendants	0

Elton Northcote

Calls Chart Reports

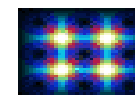
Calls

Bar

Commitments	0
Reschedules	0
Refusals	7
Wrong persons	0
Wrong numbers	1
Answering Machines	0
Auto attendants	0
Faxes	0
Modems	0

Campaign Success

:: Hour



Campaign	Day/ Hour	All Calls	Live Calls	Live Call Rate	Conversions			
					#	\$	% All	% Live
B Mobiles								
09-23-2003								
	11:00 - 12:00	442	153	34.6%	22	258	5.0%	14.4%
	12:00 - 13:00	3540	1166	32.9%	164	3822	4.6%	14.1%
	13:00 - 14:00	2719	926	34.1%	141	3622	5.2%	15.2%
	Campaign Day Totals	6701	2245	33.5%	327	7702	4.9%	14.6%
Campaign Total		6701	2245	33.5%	327	7702	4.9%	14.6%

Health 100

09-23-2003								
	11:00 - 12:00	373	122	32.7%	15	369	4.0%	12.3%
	12:00 - 13:00	3331	1145	34.4%	175	4423	5.3%	15.3%
	13:00 - 14:00	3225	1105	34.3%	178	4131	5.5%	16.1%
	14:00 - 15:00	623	224	36.0%	24	260	3.9%	10.7%
	Campaign Day Totals	7552	2596	34.4%	392	9183	5.2%	15.1%
Campaign Total		7552	2596	34.4%	392	9183	5.2%	15.1%

Count % Percent

Switch Outcomes

:: Campaign : Hour %

Date:
09-23-2003

Time:
12:05:29



Total Outcomes
 Live Connect
 Switch Timeout
 Answering Machine
 Fax
 No Answer
 Busy

Campaign	Date	Hour	#010	#009	#005	#003	#002	#001
----------	------	------	------	------	------	------	------	------

B Mobiles

09-23-2003

11:00 - 12:00	131	29.0	9.2	22.9	0.8	35.9	2.3
Day Totals	131	29.0	9.2	22.9	0.8	35.9	2.3
Campaign Totals	131	29.0	9.2	22.9	0.8	35.9	2.3

Health 100

09-23-2003

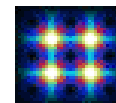
11:00 - 12:00	19	26.3	0.0	15.8	0.0	52.6	5.3
Day Totals	19	26.3	0.0	15.8	0.0	52.6	5.3
Campaign Totals	19	26.3	0.0	15.8	0.0	52.6	5.3

Call History

:: Phone Number

Date:
09-23-2003

Time:
12:02:36



Phone Number	Session ID	When Called	Outcome	Campaign	Team	Agent
01494 793225	SID793225					
		09/23/2003 11:45:14	Switch Timeout	B Mobiles	(none)	
		09/23/2003 11:55:07	No Answer	State Farm	(none)	
01494 793250	SID793250					
		09/23/2003 11:54:45	No Answer	B Mobiles	(none)	
		09/23/2003 11:55:25	Answering Machine	State Farm	(none)	
01494 793252	SID793252					
		09/23/2003 11:54:45	Live Connect	B Mobiles	Main	Lee Gosselin
		09/23/2003 11:55:26	No Answer	State Farm	(none)	
01494 793253	SID793253					
		09/23/2003 11:54:46	Live Connect	B Mobiles	Main	Julian Bales
01494 793254	SID793254					
		09/23/2003 11:54:46	Live Connect	B Mobiles	Main	Mack Givenchy
		09/23/2003 11:55:27	Answering Machine	State Farm	(none)	



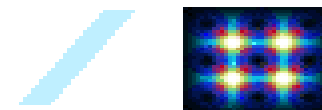
Average



Sum

Agent Activity

:: Campaign



Campaign/ Agent	Team	# Calls	AVERAGE (H:M:S)			
			Talk	Wrap	Wait	
B Mobiles						
Adrian Kline	Main	1	0:00:29	0:00:04	0:00:30	
Bill Little	Main	2	0:00:29	0:00:05	0:00:19	
Charles Longley	Main	3	0:00:07	0:00:00	0:00:25	
Elton Northcote	Main	2	0:00:14	0:00:02	0:00:23	
Elton Northcote	Red	1	0:00:18	0:07:03	0:00:48	
Fergus Ashby	Main	2	0:00:22	0:00:05	0:00:15	
Fergus Ashby	Red	1	0:00:12	0:00:00	0:00:34	
Gaby Covell	Main	3	0:00:16	0:00:04	0:00:17	
Gaby Covell	Red	1	0:07:50	0:00:00	0:00:18	
Jake Grumwald	Main	1	0:01:21	0:00:07	0:00:29	
Julian Bales	Main	2	0:00:20	0:00:02	0:00:18	
Kate Challinor	Main	3	0:00:15	0:00:03	0:00:22	
Lee Gosselin	Main	2	0:00:11	0:00:00	0:00:33	
Leonora Elmes	Main	2	0:00:11	0:00:00	0:00:27	