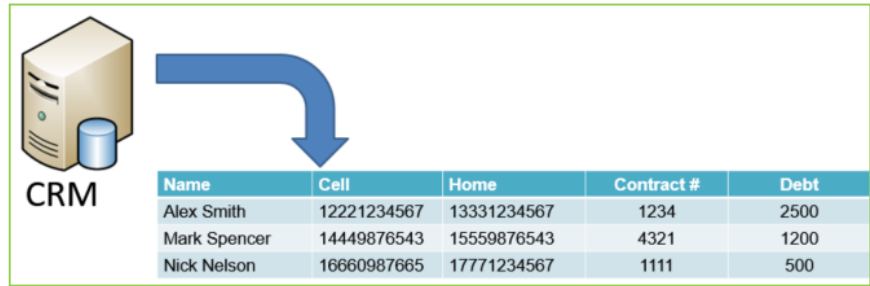# Aurus Outbound – Outbound Campaign Solution

Contact your customers proactively by phone, email and SMS:

- **Voice Drop (including Text-to-Speech support)** – to play the audio message

- **Power IVR** – to play the audio message and connect the client to the IVR

- **Progressive** – the new outbound call to customer is placed only when an agent is available to handle the call;

- **Predictive** –uses the predictive algorithm to place a new call when an agent is about to finish the current one;

- **SMS and e-mail** – integration with GSM-gateway is supported

Integration with CRM

Admin interface allows configuring the structure of contact lists and integration with datasources.

Name	Cell	Home	Contract #	Debt
Alex Smith	12221234567	13331234567	1234	2500
Mark Spencer	14449876543	15559876543	4321	1200
Nick Nelson	16660987665	17771234567	1111	500

List Management

Your marketing manager will manage contact lists without having special technical skills.

Campaign Strategy Management

Use the advanced campaign management features to setup the campaign strategy - the number to be dialed first, how much attempts to perform, when to start trying alternative numbers etc.

Aurus Outbound editions

- **LITE** - to deliver pre-recorded audio, email and SMS messages to your clients or employees
- **FULL** - to render agent-based (predictive and progressive) outbound campaigns using Aurus dialer
- **UCCX** – works on top of Cisco UCCX dialer enriching it with powerful contact and list management tools

Feature list

Contact Management

- admin interface allows to configure the integration with any data source
- contacts may be imported manually or automatically at the campaign start
- the manager's interface provides comprehensive contact filtering and list management tools
- the phone numbers are normalized when importing from CRM
- the structure of each contact list can be configured individually
- the CRM connector can be configured to import any useful data from CRM

Campaign Strategy Management

- multiple calling numbers
- contacts priority management
- calling time management
- scheduled campaigns
- campaign auto-start by triggering from CRM

Dialing Modes

- Voice Drop with TTS
- Power IVR
- Predictive
- Progressive
- SMS

Reporting

- campaign real-time monitoring
- historical reports
- sending reports by email

System Requirements

- Windows Server, virtual environment supported, min requirements: CPU 2Ghz, RAM 2Gb, HDD 10G.
- Admin / Manager / Agent interfaces – web-browser