

# OutboundCX™

## OutboundCX™

### DATA SHEET

New Era Technology is a leading Cisco ATP partner specializing in Contact Centers. OutboundCX™ is part of New Era's continuing commitment to delivering value-added solutions to our Contact Center customers.

## Features

### Built-in Reporting

On top of the campaign delivery and execution, OutboundCX comes with powerful reporting capabilities. Track campaign progress historically and in real-time. Split test campaigns and optimize the specifics of your sales offer to maximize ROI.

### Complete Integration

New Era can install and configure OutboundCX to work seamlessly with our CloudBlu Contact Center platform or any Cisco contact center. New Era will train staff on how to use OutboundCX, and can provide auxiliary support for growing contact center demand.

### Intelligent Delivery

OutboundCX can deliver multiple omni-channel engagement attempts to the same contact if the initial attempts are unsuccessful. For example, if you have a potential customer's phone number, e-mail address, and mobile number, OutboundCX can be set up to automatically make a certain number of attempts at phone calls before sending an e-mail. If the e-mail doesn't yield a reply in a timely manner OutboundCX sends an SMS message to the contact's mobile number.

Any number of contact attempts can be configured in any arrangement. Virtually any administrator can take advantage of the power of OutboundCX with no programming or scripting knowledge. OutboundCX has an intuitive graphic interface with drag-and-drop tools so easy that anyone can use it.

### No-hassle Customer Engagement

Customers have distinct preferences regarding how they prefer to interact with organizations. OutboundCX enables contact centers to reach individuals the way they prefer via voice, SMS messages, or e-mail.

### Boost Agent Productivity

OutboundCX is usable with a dedicated group of agents or blended with an inbound call queue. The blended call queue automatically detects and connects agents to customers when an agent becomes idle, ensuring that agents stay productive without overdriving outbound attempts.

### Pricing and Support Services

OutboundCX is sold as a software-based appliance or for use in approved VMware environments. Compatible with UCCX, PCCE, UCCE, and New Era's CloudBlu for contact centers, pricing is based on per port usage and the type of outbound engagement methodology deployed.

New Era engineers expertly install the OutboundCX software. Implementations are typically accomplished remotely or onsite if required by security policies. Annual maintenance is sold separately but is included in the first year of deployment.

