

Campaign Manager is part of the Dialog Manager suite, which is a unique multi-channel solution enabling you to attract, retain and grow customer relationships across traditional sale-, service- and marketing boundaries.

**Campaign Manager**, DIALOG MANAGER

## AUTOMATIC 1:1 DIALGUE AND CAMPAIGN MANAGEMENT

### DESCRIPTION

Campaign Manager gives your company the opportunity to plan, test and execute the complete one-to-one campaign. All in graphical and user-friendly workflows.

#### Electronic interactive process planning

The graphic user interface is used to create flowchart diagrams following the "Action - Reaction - New Action" principle. The individual campaign is designed and structured in a simple and user-friendly way through combining the module's logical components: Starter, Filter, Activity and Sequence.

Following testing of campaigns and processes all scheduled sequences are executed. Now all processes and contact dialogue is running automatically with continuous response- and non-response handling.

#### Planning with flexibility

Reality rarely turns out as we plan for it. For instance, respondents often reply differently than expected. In case the prerequisites change during the sequence for a running 1:1 dialogue, one or more consecutive campaigns, or a continuous process, the flowchart configuration can at any point be adjusted to fit the new prerequisites. That is without loosing the previously specified methodology and history.

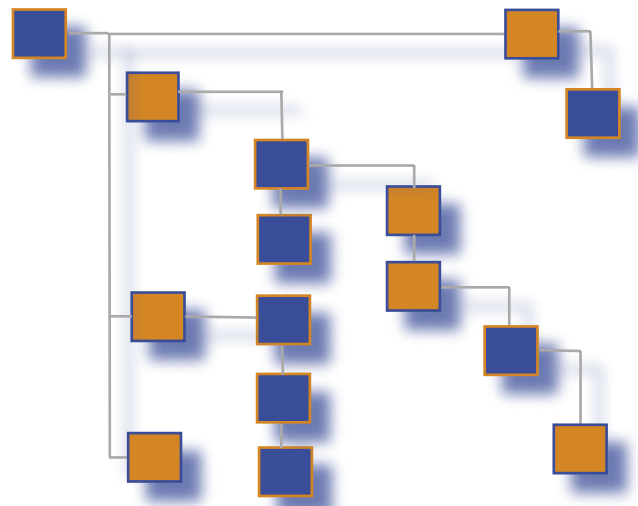
It is a relatively simple task to run campaign sequences towards groups with a large number of contacts, towards very delimited groups, and towards single contacts with a highly personal dialogue objectives. No matter whether campaigns are completed using only one media, or using a large number of different media (letters, emails, out-bound calls, in-bound calls via Voice Response), all correspondence is saved in the Logbook. All other Profile Manager users in Sales, Marketing, Call Center, etc. can see this dialogue through simple lookups.

#### Cost effective automation

Campaign Manager's response registration in the Profile Manager Logbook enables automatic segmentation of new defined recipient groups in close conformity with the company's strategy and objectives for sales and marketing.

During these automated sequences Campaign Manager excludes all duplicates to the same contact in the same campaign/sequence, that is no cross-purpose communication.

Put together these features help ensure simple execution of a complex campaign that gives the customer a positive and professional supplier experience.



### KEY BENEFITS

- ✓ The application further approaches reality via one-to-one campaigns:
  - Contents targeted at the individual contact based on all information, dialogue and history
  - Targeted response dependent on location in campaign
  - Targeted analysis and activity based on response
- ✓ Graphic campaign flowchart gives logic overview for:
  - Specification and structuring of campaign sequences
  - Continuous adjustment, expansion and trouble shooting in individual campaign sequences
- ✓ User friendly and operational campaign flowchart for simple composition of individual campaign sequences - consists of:
  - "Starter" (List/Search/Response Form) for target group specification
  - "Filter" sorts contacts in relation to criteria
  - "Activity" is the action carried out on the contacts that meet specified criteria
  - "Sequence" is a logical structuring of the individual campaign components
- ✓ Duplicate control per campaign sequence ensures that no contacts are subjected to the same action twice - and with this a professional campaign experience
- ✓ Statistics on all campaigns gives the user a graphic overview of the individual campaign results
- ✓ Automatic campaign logs generated on all contacts' Logbook including possible documents ensures full overview of all the customers' activities
- ✓ Response handling is automated and intelligent with:
  - Automatic handling of scheduled response opening/closing eliminates errors and crossing of scheduled running time
  - Automatic response typing assistance
  - Automatic non-response handling

See **FUNCTIONALITY** on back side



- ✓ Extended Enterprise Edition      **Campaign Manager**, DIALOG MANAGER
- ✓ Enterprise Edition
- ✓ Professional Edition
- ✓ Small Business Edition

## FUNCTIONALITY

The following functionality is included in Campaign Manager:

- ◆ The application comes closer to reality
- ◆ Graphical campaign flowchart
- ◆ Operational campaign flowchart
- ◆ Dynamic campaign flowchart
- ◆ Duplicate handling per campaign execution
- ◆ Automatic campaign logs
- ◆ Response managed events and triggers
- ◆ Reaction on all information changes
- ◆ Reaction on time and events
- ◆ Automatic log/history on dialogue
- ◆ Automatic log of documents sent to individuals
- ◆ Automatic non-response handling
- ◆ Automatic response typing help
- ◆ Response deadline handling
- ◆ Date management
- ◆ Activities
- ◆ Filters
- ◆ Sequences

## CHECKLIST

- ✓ Microsoft Word 97, 2000 or XP
- ✓ QBE searches
- ✓ Response management
- ✓ Response form editor
- ✓ Text fields
- ✓ Numerical fields
- ✓ Drop-down fields
- ✓ Checkmark fields
- ✓ Deletion of campaign error executions
- ✓ Person level statistics
- ✓ Communication statistics