

FEATURES

Id	Name	StartTime	EndTime	Duration	Speed	Trunk	T	A	N	Pending	Paused	catAA	catA	catB	catC	Report	Delete	Trunk	K_Dup	Speed	N_Rec	Pause
950	SU_RSrinivasan_XQ4	01:33:27	23:33:27	20	1	0	18	7	0	0	2	3	3	2	8							

Reports : Reports can be exported to excel file for analysis and data collation.

Trunk : define a number for making survey calls so

K_Dup : this feature allows to erase duplicate numbers to prevent duplicate calling

Speed : allows to fix the number of calls made every minute and depends on the number of Lines available or defined for making survey calls.

N_Rec : No Response calls can be added to the dialing list.

Pause : pause a campaign midway.

Data Merge: voice files can be merged with date/time or some financial data to check customer response

other Parameters that can be defined when running a campaign

Name: Each campaign can be defined by its unique name to avoid confusion

Remarks- purpose of this campaign

Start Time: time when the system starts dialing

End Time: time when system stops dialing irrespective of pending calls

Days: select a particular day or days

Ring Timeout: duration of rings before a call is filed as a No Response call, it is advisable
To Time it at 30secs for a promotional call and 45secs for a transactional
call

Response Timeout: Time in seconds allotted to a customer to key in their feedback before
The call gets disconnected, the practical and advisable is 3

Recycle count: number of times a no response call can be dialed.

Data Collation

Once the campaign comes to fruition, data can be segregated based on customer response to the preset options. It can be further utilized based on

Category A – Calls where customers have listened to the entire message

Category B –calls where more than 75% of the message was conveyed before customer
Disconnected the call

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Category C – Calls where customer disconnected the call with less than 50% of the
message

Based on this classification, the customers can then be forwarded to other campaigns.