

# Verint Express Outbound Mailing

Newsletters and personalized emails that update customers on the status of your products and services can help improve customer engagement, as well as generate additional sales.

With **Verint® Express Outbound Mailing™**, you can quickly and easily create informative and consistent outbound communications that proactively inform your customers about new products and services — a great way of improving customer engagement. The solution allows you to create outbound email campaigns in three simple steps:

1. Create a “campaign.”
2. Create a template using the built-in, intuitive editor or by re-using an existing template.
3. Select customers from your Verint Express customer database.

The sophisticated editor allows you to embed images, web links, and variable data (such as customer name, salutation, etc.) in each email template. You can create templates in different languages, enabling customers to receive your message in their native languages.

You can select the customers who will receive each email based on a variety of criteria, including user groups, products owned, date or subject of last contact, and more, giving you complete control over the targeting of each campaign.

Details of each campaign are stored in the Verint Express database, allowing you to record follow-up contacts from customers and respond to their inquiries.



Verint Express Outbound Mailing can help you create informative and consistent outbound communications that proactively inform your customers about new products and services.



## Key Benefits

- Create outbound email campaigns simply and quickly.
- Benefit from data already held in your Verint® Express™ customer database.
- Access email campaign records from other Verint Express modules.

## Leverage Your Customer Insights

Verint Express Outbound Mailing is integrated with other Verint Express modules to offer a single customer view for all channels and creation of campaign lists from your customer database. By speeding up the execution and enhancing the focus of your outbound mailing campaigns, Verint Express can help increase sales and improve the productivity of your contact center employees.

## Extend Your Benefits with Other Verint Express Solutions

Verint Express Outbound Mailing is an optional part of Verint Express™ — a comprehensive, modular suite of cloud-based customer service software specifically designed for midsize businesses and organizations. Reporting and analytics functionality is included with Verint Express, offering insights into outbound mailing metrics and KPIs, along with other related data such as handle times, resolution rates, and the use of your knowledge base. Also included is an API that can enable integration with external systems, allowing relevant information from ACD, IVR, and back-office systems to be displayed in the employee desktop or customer portal, helping you further personalize customer service.

Verint Express also offers optional capabilities for email management, whitelist management, call and case management, outbound calling campaigns, web self-service, live chat, and virtual assistant. Since these solutions share the same user interface, knowledge base, and analytics — and integrate seamlessly — you can easily expand the scope and coverage of your contact handling capabilities, enable customers to help themselves, and empower

employees to work with customers and cases across all channels.

## Benefit from a Cloud-Based Solution

Verint Express Outbound Mailing is a cloud-based SaaS solution, which offers functionality and data security comparable to or better than traditional on-premises deployments while helping to reduce start-up times and costs and simplify system administration. As a cloud-based solution, Verint Express does not require any on-premises hardware or software installation, which can reduce the time-to-value for your project.

## Verint Express Outbound Mailing — Part of the Verint Customer Engagement Optimization Portfolio

Verint Express Outbound Mailing is part of a patent-protected portfolio of customer engagement optimization solutions that help organizations enrich customer interactions, improve business processes, and optimize their workforces to enhance loyalty, increase revenue, mitigate risk, and manage operational costs.

## Benefit from World-Class Consultants


Verint offers a range of Professional Services to help you get the most from your investment, including Business Advisory Services, Implementation and Enablement Services, and Application Managed Services. Regardless of the services you select, you can be confident that our experienced teams offer practical knowledge and are committed to your success.

### Verint. Powering Actionable Intelligence®

Verint® is a global leader in Actionable Intelligence® solutions with a focus on customer engagement optimization, security intelligence, and fraud, risk and compliance. Today, more than 10,000 organizations in 180 countries — including over 80 percent of the Fortune 100 — count on Verint solutions to make more informed, effective, and timely decisions.


#### Americas

 [info@verint.com](mailto:info@verint.com)

 1-800-4VERINT


#### Europe, Middle East & Africa

 [info.emea@verint.com](mailto:info.emea@verint.com)

 +44(0) 1932 839500

#### Asia Pacific

 [info.apac@verint.com](mailto:info.apac@verint.com)

 +(852) 2797 5678

 [verint.com](http://verint.com)

 [twitter.com/verint](https://twitter.com/verint)

 [facebook.com/verint](https://facebook.com/verint)

 [blog.verint.com](http://blog.verint.com)

Unauthorized use, duplication, or modification of this document in whole or in part without the written consent of Verint Systems Inc. is strictly prohibited. By providing this document, Verint Systems Inc. is not making any representations regarding the correctness or completeness of its contents and reserves the right to alter this document at any time without notice. Features listed in this document are subject to change. Not all functionality is available in all configurations. Please contact Verint for current product features and specifications. All marks referenced herein with the ® or TM symbol are registered trademarks or trademarks of Verint Systems Inc. or its subsidiaries. All rights reserved. All other marks are trademarks of their respective owners. © 2016 Verint Systems Inc. All Rights Reserved Worldwide. 05.2016