Verint Express Campaign Management

When you want to increase sales of products and services, the ability to quickly create and execute outbound campaigns can pay dividends.

Verint® Express Campaign Management™ is software that can enable you to set up and manage campaign-related outbound calls simply and effectively. Part of the Verint Express™ solution set, it provides interactive scripts and system-generated calling lists that can improve consistency and make printed scripts and call lists a thing of the past.

Verint Express Campaign Management makes it easy to define interactive call scripts with text, open questions, single- and multiple-choice questions. Results are recorded within each script, ensuring that a record is kept of each customer's responses and routing the employee to the correct follow-up questions and statements. You can select the customers to be contacted based on a variety of criteria, including user groups, products owned, and date or subject of last contact, giving you complete control over the targeting of each campaign.
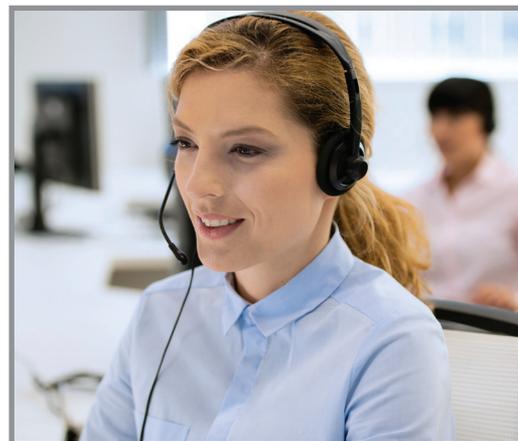
Verint Express Campaign Management provides scripting capabilities for outbound calling campaigns to help ensure consistency between calls.

Key Benefits

- Allows scripts and campaigns to be defined quickly and simply.

- Helps you execute campaigns faster.

- Contributes to increased sales.

- Helps improve the quality and consistency of campaign communication.

VERINT®

Manage Inbound and Outbound Calls Effectively

Through integration with Verint Express, the solution can enable your employees to manage inbound and outbound calls efficiently, all from within a single application. The software determines which agents are active and can prioritize and route calls based on their specific skill sets — a particular benefit when agents are active in multiple campaigns. By providing your employees with relevant customer information at all points, the solution can help them work faster and deliver more personalized service, which in turn can help them close more sales.

Extend Your Benefits with Other Verint Express Solutions

Verint Express Campaign Management 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 campaign management 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, whitemail management, call and case management, outbound email 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 Campaign Management 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 Campaign Management — Part of the Verint Customer Engagement Optimization Portfolio

Verint Express Campaign Management 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.

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