

Consilium UniCampaign™



List and Campaign Management for Amazon Connect



Product Overview

business challenges addressed

Consilium UniCampaign™ is a robust **omnichannel List and Campaign Management (LCM) solution** that amplifies the power of **Amazon Connect** by integrating **advanced list management, automated campaign execution, and customer journey optimization**. This solution offers a streamlined, unified interface for managing outbound campaigns across multiple channels—including **voice, SMS, email, social media, and WhatsApp**—enhancing customer engagement and operational efficiency in sales, service, and collections. By providing intelligent automation, real-time data management, and personalized outreach, UniCampaign™ enables organizations to **optimize their campaign strategies**, ensuring that each customer interaction is timely, relevant, and impactful.

Business Value

Consilium UniCampaign™ optimizes outbound operations for sales, service, and collections by engaging customers via voice, email, bi-directional SMS, and WhatsApp. Powered by AI-driven analytics, it enhances strategies with predictive models like Best Time to Call and Propensity-to-Pay, improving Right-Party Contact rates and resource allocation. Trusted by top Fortune 500 companies and startups, UniCampaign™ delivers a robust platform for proactive engagement, revenue generation, and customer retention across preferred channels and optimal times.

FEATURES AND BENEFITS OF UNICAMPAIGN™

Campaign Management

- **Dialing Modes:** Preview, Progressive, Predictive, and Agentless dialing modes for diverse campaign needs, optimizing live agent, agent-assisted, and automated interactions.
- **Multi-Channel Campaign Integration:** Enable seamless, personalized customer communication through integrated voice, SMS, email, and social media outreach across multiple channels.
- **Agentless Campaigns:** Automates campaigns using IVR (Interactive Voice Response) systems to scale without requiring live agents, while providing a personalized experience.
- **WhatsApp Campaigns:** Real-time engagement through WhatsApp for personalized, interactive communication with customers.

Optimized Contact Management and Campaign Targeting

- **Contact Selection and Filtering:** Multi-level filtering using Contact Selection Rules (CSR) to ensure accurate and efficient contact targeting for each campaign.
- **Campaign Upload and Data Scrubbing:** Efficiently upload and scrub contact lists to ensure data accuracy, relevance, and compliance with industry standards.
- **Geographical Targeting:** Utilize area, zip, and state management to target campaigns based on geographical data and customer preferences, complying with local regulations.
- **Timezone & Holiday Management:** Respect time zones and holidays when scheduling campaigns to maximize customer engagement and minimize interruptions.

Campaign Optimization & Analytics

- **AI-Driven Automation:** Use AI to automate campaign workflows and optimize outreach by applying predictive models such as Best Time to Call and Propensity-to-Pay for more effective engagement.
- **Right Party Connect Optimization (RPCO):** Targeted, outcome-based calling strategies to enhance Right Party Contact rates and improve revenue generation.
- **Campaign Prioritization:** Optimize resources by prioritizing campaigns based on business goals, potential ROI, and available resources.
- **Reporting & Monitoring:** Real-time dashboards and customizable alerts provide insights into key campaign metrics, enabling continuous performance improvement.

Engagement & Personalization

- **Proactive Customer Engagement:** Leverage predictive analytics and automated workflows to engage customers across channels and optimize Right Party Contact (RPC) rates.
- **Virtual Relationship Manager (VRM):** Assign a dedicated agent to specific customers to personalize the experience, fostering deeper customer relationships.
- **Campaign Chaining & Contact Transfer:** Seamlessly move contacts between campaigns based on predefined triggers or completion status to ensure a fluid customer journey.

Compliance & Control

- **Real-time Compliance Monitoring:** Ensure adherence to key regulations like TCPA, GDPR, DNC, and local laws with built-in compliance checks during all campaign stages.
- **Callback Management:** UniCBM™ (Callback Manager) allows customers and agents to schedule callbacks, reducing call abandonment and enhancing customer satisfaction.
- **Attempt Control:** Cap the number of daily and monthly call attempts to prevent over-contacting and maintain compliance.

Platform Integration & Flexibility

- **Seamless Integration:** Fully integrates with Amazon Connect providing a single solution for managing all aspects of outbound campaigns, including dialing, list management, and reporting.
- **Flexible Deployment Options:** Available for both cloud and on-premise deployment, offering flexibility to meet diverse infrastructure requirements.
- **Full Dialing Options:** Supports various dialing modes—Preview, Progressive, Predictive, and Agentless—to accommodate the needs of different campaigns, whether automated or agent-assisted.

Customer Support & Success

- **AI-Powered Insights:** Leverage AI-driven analytics to predict customer behaviors and enhance campaign strategies, improving customer engagement and retention.
- **Callback Scheduling:** Allow both customers and agents to easily schedule callbacks to reduce call abandonment and enhance satisfaction.
- **Comprehensive Reporting:** Access detailed real-time reports, dashboards, and alerts that provide insights into campaign performance, allowing businesses to adapt and improve continuously.