



## Dialing Campaigns

A “Campaign” is an outbound dialing scenario in which a telephone number is automatically dialed, there is some type of activity after the call is answered, and then the call is disconnected. You can select from several different campaign types. Below are descriptions of how different campaigns work:

### **Campaign 1:**

A call is placed, the phone is answered, your message is delivered, and then, the person called has the options to repeat the message or hang up.

### **Campaign 2:**

A call is placed, the phone is answered, and the person called is given the option of pressing a key to hear the message or hang up. If the caller chooses to hear the message, your message is delivered, then the person called has the options to repeat the message or hang up.

### **Campaign 3:**

A call is placed, the phone is answered, your message is delivered, then the person called has the options of repeating the message or responding to your question by pressing the 1 key or the 2 key to answer “yes” or “no”, or for some other question offering 2 choices.

### **Campaign 4:**

A call is placed, the phone is answered, your message is delivered, and then the person called is given the options to answer the question(s) or hang up. If the person called chooses to answer the question(s), he or she may be asked from 1 to 10 questions requiring VOICE or TOUCHTONE responses. After all the questions are asked and answered, the person called is “thanked” for their responses and the call is terminated.

### **Campaign 5:**

A call is placed, the phone is answered, your message is delivered, and then the person called is given the options of having the call transferred or hang up. If the person called presses 1 to have the call transferred, he or she is put on hold and the call is transferred to the Default or pre-set telephone number.



## *Automated Call Center*

### **Campaign 6:**

A call is placed, the phone is answered, your message is delivered, the caller is placed on hold, and the call is automatically transferred to the default number.

**Campaign 2&5 Combo:** Once a call is placed and answered by a live person, the called party is asked for permission prior to the message being delivered. Once the message is delivered the called party may press the 1 key to live call transfer as in Campaign 5. This Combo is called our Permissive Campaign.

### **Power Dialing:**

Similar to Campaign 6, Predictive Dialing places a call, and then if a “live person” answers, there is a beep sound on the computer and the name and phone number of the person called pops up on the screen. An operator can immediately pick up the telephone and speak to that person.

## **ADDITIONAL DIALING INFORMATION**

### **Transferring Calls:**

If you wish to have calls transferred to you to talk “live”, you need either “3-way calling” or “Centrex” from your local telephone service provider. You can then have calls transferred to any phone number you want. If you have “3-way calling” features, the original phone line that reached the person will be used during the entire conversation. If, however, you have “Centrex” or “Call Transfer Disconnect” on your telephone lines, when the call is transferred to a live person, the original phone line is released to continue placing calls. Note: GTE, or “Plexar” by Southwestern Bell may name “Centrex” type service “Centranet”.

### **Answering Machines:**

Each of the Campaigns may leave a message on an answering machine if so desired. That message may be different than the message for a “live person”.

### **“Live Persons”:**

Each Campaign can leave a different message for a “live person” than the message for an answering machine. If you wish, the system can hang up if a “live person” answers and only leave a message if an answering machine answers OR it can leave a message for a “live person” and hang up if an answering machine answers.

**Press 9 to be placed on the Do Not Call List:** In each of the above Campaigns, you may tell the person called that they may press “9” on their touchtone phone to be automatically placed on the “Do Not Call” list and never be called again.