

Partner Teknoloji
Outbound Campaign Manager

To accelerate your business, you need to contact your customers through various communication channels such as voice, SMS, MMS, E-mail and fax.

With web-based easy-to-use interfaces, product compliance with enterprise –level systems, and its scalable infrastructure, **Partner Teknoloji Outbound Campaign Manager (OCM)** helps you to create and manage dynamic and flexible outbound campaigns.

Based on expertise of more than 15 years in telecommunications sector, Partner Teknoloji is proud to introduce this product.



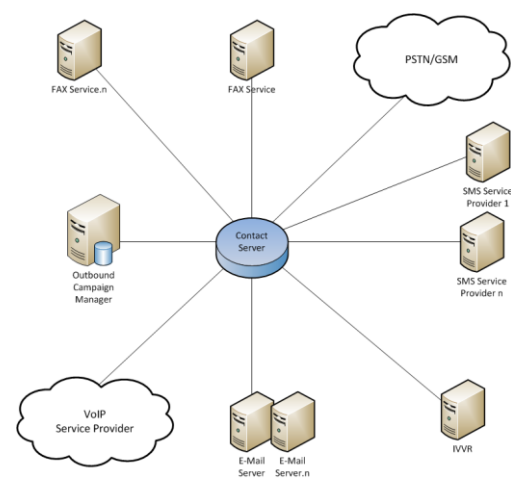
simplifying **Business**

consulting
engineering
development



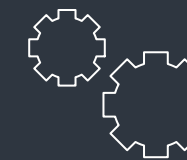
Partner Teknoloji OCM at work for you

CONNECTING YOUR BUSINESS TO YOUR CUSTOMERS



What you can do with Partner Teknoloji OCM:

- Integrating your CRM with Customer Database.
- Using user-friendly interface you can create your customer segments based on flexible search criterias.
- Combining one or more customer segments you can create or modify your contact lists for your campaigns.
- Creating and modifying flexible dial plans.
- Effective campaign management.
- Powerful and customizable reporting.



CENTRALIZED MANAGEMENT

Partner Teknoloji OCM services is being monitored and controlled by Centralized Management System, that makes you sure that OCM can adapt to all configuration-related changes without needing any reboot or operational interruption.

OCM SUPPORTS THE FOLLOWING PLATFORMS:

- AVAYA CM
- GENESYS SIP SERVER 8.*
- ASTERISK 1.4/1.6/1.8

COMMUNICATION CHANNELS:

- VOICE: PSTN/GSM/SIP
- SMS/MMS
- E-MAIL
- FAX

ALSO SUPPORTS:

- MRCP 2 COMPETIBLE TTS & ASR ENGINES
- IVR/IVVR INTEGRATION

A flexible solution for your business needs

CAMPAIGN MANAGEMENT

Key factor of your business is to keep in touch with your customers. Campaign Management ensures the stability and effectiveness of your business campaigns and it has the following features:

- Flexible Dial-Plan management
- Trunk management
- Job management (START/STOP jobs)
- Real-Time monitoring
- Calling-List management
- Call Scheduler

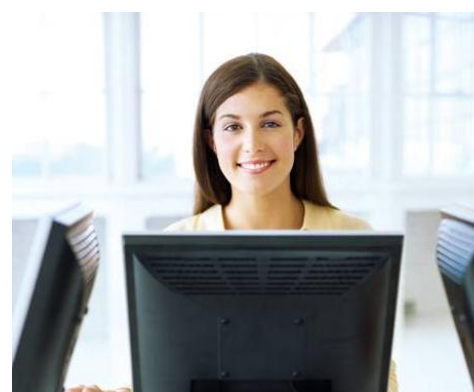
DIAL-PLAN MANAGEMENT

Dial-Plan instructs Contact Server how to contact your customer and how to take action in case of failed and/or successful contact attempt. For example, upon failure of your call, you can send sms or e-mail to your customer, OR after contacting

MULTI-CHANNEL CAMPAIGN MANAGEMENT WILL LEVERAGE YOUR BUSINESS.

CUSTOMER MANAGEMENT

You can either integrate your CRM or local data sources with our Customer Database, or you can directly import your data into our system.



After successfully importing your data, you can create or modify customer segmentations.

OPT-OUT DB

BLACKLIST carries importance for your business. You can dynamically manage OPT-OUT DB in various levels for your customers.



USER-FRIENDLY INTERFACES

For customer database, reporting, campaign management and centralized configuration, Partner Teknoloji OCM provides easy-to-use Web applications. Using your browser in PC or Apple iPad or Android you can manage whole system.



BUSINESS SOLUTIONS

Based on your customer segmentation and user preferences, you can contact your customers over various channels such as voice, sms, msm, fax and e-mail.

