



Notification Service

Proactive messaging builds loyalty.



Providing the best possible customer experience requires more than staffing a contact center and waiting for calls to arrive. Increasingly, customers expect to be contacted proactively with the information they want and need. Businesses are realizing the benefits, both in terms of increased customer loyalty and actual cost savings.

Outbound notifications provide customers with information before they ask. As a bonus, they can generate cost savings by modulating inbound call center traffic. When a contact center is quiet, an outbound application which offers an option to speak with an agent can be launched, resulting in fewer calls and lower staffing levels during busy hours.

Blueworx Notification Service is a multitenant, multimedia information delivery service that manages outbound notifications through its full featured campaign manager. Application-defined information may be sent using a variety of media such as phone, text message, and email, and can be sent on a one-by-one basis, or broadcast to tens of thousands of recipients.

Features & Specifications

- Notifications via SMS may be augmented with browser-based smart phone applications.
- Scales from a few notifications per month to 50,000 notifications per hour.

Outbound media supported:

- Phone
- SMS
- Email

Installation options:

- Hosted/Cloud
- Premise
- Hybrid

Browser-based administrative interface supports:

- Campaign start/stop
- Contact addition/deletion/modification
- Outbound content addition/deletion/modification
- Campaign-based reporting
- Role-based access

Configurable campaign parameters:

- Language
- Data to be passed to the outbound application, such as name, account number, special offers, etc.
- Time-of-day calling constraints based on time zone

A Blueworx Notification Service campaign is comprised of a list of contacts and set of rules for how those contacts are to be reached. These rules include the media to be used, media specific parameters, and any restrictions on the way that messages are to be handled over that media.

The Blueworx Notification Service is extremely flexible and supports a wide range of notifications such as:

- Informing Pharmacy customers that a prescription is ready for pickup
- Announcing a 48-hour sale to your customer base
- Notifying students of a snow day
- Warning utility customers of a scheduled outage with restoration notifications

A campaign may be large or small, one time or continuous. Campaigns can manage real-time notifications which may be sent one at a time or in batches.

Phone Calls

The Blueworx Notification Service works with the Call Progress Detection (CPD) capabilities of the underlying IVR platform to monitor every outbound call in order to determine whether or not the call is successful. If a call fails due to a transient problem (e.g. the destination phone is busy), Blueworx Notification Service schedules the call to be retried. In addition, campaigns can be configured to call during certain hours only and within the desired time zone of each contact.

SMS Messages

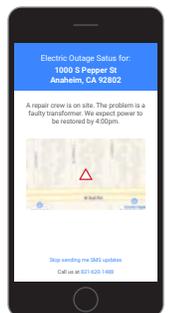
Outbound notifications sent as text messages are very efficient. They can be reviewed at the recipient's convenience, while a phone call must be answered in real time, or ignored and later fetched from voicemail. And when the URL of a mobile web page is included, even more detailed information can be provided to the customer.

Basic information in text message.

Electric outage update for 1000 S Pepper Street: a repair crew is on site. More info at <http://bit.ly/ccVWRQx>



Expanded information on mobile web page.



Transferring Outbound Calls to the Contact Center with Screen Pop

No matter whether the Blueworx Notification Service is cloud-based or premise-based, calls can be transferred to a local or remote call center. Calls transferred to live agents can be delivered with screen pops using optional CTI software provided by Blueworx.

Learn more about Blueworx Notification Service from Blueworx

Talk to us today by calling 888.495.0005 or visit us at www.blueworx.com.