



PROACTIVE OUTBOUND SERVICES

Imagine reaching out to customers exactly in ways they want it, **SMS texts, emails, phone alerts**, in exactly the time they choose to receive it, using Avaya Proactive Outbound Manager (POM)

Campaigns to Enhance Customer Experience!

- ↑ APPOINTMENT CONFIRMATIONS
- ↑ REMINDERS
- ↑ ACCOUNTS ALERTS
- ↑ CLOSINGS/IMPORTANT UPDATES
- ↑ SCHEDULE CHANGES
- ↑ EVENTS
- ↑ SPECIAL DEALS
- ↑ CONTESTS
- ↑ WHATEVER YOU NEED

BENEFITS OF WORKING WITH M&C:

- Business needs translated into outbound campaigns
- Simplify creation of campaigns
- Strategies optimization
- Global Restrictions Identification
- Optimize Agent pacing
- Knowledge Transfer available
- Ability to integrate with AACC



Trust the Professionals at M&C with the
over 30 year's industry experience.

★ CAMPAIGN PACKAGE

- Requirements gathering/ Discovery Sessions
- Creation of contact lists
- Creation of campaigns
- Creation of actions strategies. Each strategy can be of one the following types:
 - One way email or SMS
 - Pre-recorded Announcement
 - TTS announcement
 - Blind Transfer to agent after Announcement
- Creation of a Do Not call List
- Integration testing
- Support to User Acceptance Testing
- Cutover

PREMIUM ADD-ONS

- + Call Center Elite Integration
- + Multiple actions strategy
- + Two way SMS
- + Two way email
- + Further Customization of Outbound Application using Orchestration Designer
- + Block of Support Hours
- + **Knowledge Transfer! HOT**
 - Pricing includes:
 - 4 days remote
 - *Agenda and Details Below!*
 - Up to 4 attendees
 - (5+ additional fee)

M&C OFFERS HIGHLY COMPETITIVE RATES
Individual Pricing will apply based on your specific
requirements and environment.



CONTACT US

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AVAYA POM KNOWLEDGE TRANSFER AGENDA & GOALS

Day One

- Overview of Experience Portal Architecture
- POM Product overview (architecture, product features, functionality)
- Contacts, Contact list and media channel management

Day Two

- Campaigns, Do Not Call lists, Data sources
- POM Configuration
- POM shipped applications
- Strategies

Day Three

- Translating requirements into campaigns
- Completion codes
- Scheduling campaigns
- Hands on

Day Four

- Campaign restrictions
- POM Monitor
- Troubleshooting
- Hands on

At the end of this training trainee(s) should be able to:

- Customize POM Shipped applications ←
- Configure multilingual announcements and email strategies ←
- Manage contact lists, do not call lists and POM Data sources ←
- Define Global restrictions ←
- Define multiple contact actions ←
- Define campaigns schedules ←
- Run and monitor Campaigns ←
- Get Campaigns reports and stats ←
- Configure campaigns pacing ←
- Integrate POM with Call Center features ←
- Understand POM logging ←
- Troubleshoot POM ←



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