

OnQ™ v3.3

Campaign Automation – Advanced Strategy Management – Compliance Rule Enforcement

Feature Highlights

- Advanced Strategy Management
- Enterprise Campaign Control
- Campaign Automation
- Account-Level Actions
- Phone Rotation
- Best-Number-To-Call
- Treatment Targeting
- Intra-Day Record Management
- Time Zone Targeting
- Champion / Challenger Testing
- List Sharing
- Compliance Enforcement – Legal, Marketing, Regulatory
- Multi-Dialer Support
- Multi-Channel Communications
- File Pre-Processing
- At-A-Glance Status Viewing and Management
- Business Continuity
- Scalable, High Performing, Flexible

Reaching out to new and existing customers at the right time and place has never been more challenging.

Technological advances offer an expanding selection of ways to interact with a business, and customers expect to be contacted over their preferred channel for each type of communication. At the same time governments and courts at all levels are racing to keep up and imposing new restrictions on the number, frequency and types of proactive contacts organizations can make.

Today's collection, marketing and customer service campaigns incorporate not only agent-based contacts, but also rely on agentless channels in order to optimize results. A central point for campaign administration is critical both to coordinate messaging with live calling efforts and to ensure compliance with limits on contacts within and across each channel. By leveraging proven processes, technology and automation, you can centralize list and campaign management while executing advanced phone and recall strategies to enhance your overall campaign performance. Our commitment to our customers' success is why some of the world's leading companies trust ALI Solutions ("ALI").

OnQ™

Our patented OnQ solution automates and centralizes campaign and policy management while ensuring call rule compliance. OnQ is instrumental in achieving corporate objectives for outbound contact efficiencies and effectiveness while optimizing agent resources. With a ten-year record of delivering innovation in contact center operations, OnQ is the solution of choice for lowering your cost per contact and improving agent effectiveness.

- **Centralize Campaign Management** – Improve program effectiveness by managing business logic and dialing strategies in one location for all contact channels including outbound dialing and voice and text messaging..
- **Effective List Penetration** – Leverage contact strategies based on segmentation rules to deliver optimal penetration rates while maintaining overall dialer efficiencies.
- **Call the Right Number at the Right Time** – Apply the best strategy to each campaign, improving conversion rates and overall agent productivity.

Improved efficiencies – doing more with less:

- **Optimal Call List Management** – OnQ resides upstream from your dialers and holds all of the day's calling lists. It primes each campaign with a few accounts to start the day. As calling progresses OnQ sends small batches of accounts to replenish each list. This allows the flexibility to modify the calling strategy mid-day without having to stop and start the campaign.
- **Campaign Control** – OnQ provides precise control over intensity levels by allowing users to share multiple lists within the same campaign. The ratio of calls made can be managed in increments of a single percent. This lets you maintain efficient scale for your dialer campaigns while applying a unique treatment to each part of the list.
- **Workload Balancing** – OnQ lets you share work across dialers, leveraging available resources wherever they are located. When a dialer fails or a center closes, work can be instantly shifted to another dialer, keeping all accounts in play. Agents spend less time waiting for calls and more time talking to customers.
- **Strategy Scheduling** – OnQ users can easily create sophisticated, account-level phone rotation and recall handling strategies. These strategies can be scheduled by hour of the day. Rules can be applied that place limitations both on the number of calls made and the phone number rotation sequence, resulting in maximum Right-Party-Contacts.
- **Strategy Testing and Validation** – OnQ enables bias-free Champion/Challenger testing. New strategies can be compared to each other to determine which performs better prior to implementing in production. This is a "true" comparison – lists are called by the same agents, in the same campaign, at the same days and times – with only the strategy you are testing left to vary between the lists.
- **Compliance Enforcement** – List segmentation, campaign strategy, phone rotation, call limitations – all these can be managed across all of your dialers from within the OnQ interface. This simplifies the deploy-



Proven Solutions Driving Profitable Contact Centers

- 5 of the World's top 10 Banks
- 6 of the top 10 North American Banks
- 6 of the top 10 U.S. Credit Card Issuers
- 4 of the top 10 U.S. Auto Finance Companies
- 3 of the top 5 North American Telecommunications Companies
- 60+ product installations
- 500+ million records per month
- 7 countries, 3 continents
- Proven success since 1992

**Deployment to ROI
in under a year**

ment of new strategies while ensuring compliance with regulation and corporate policy constraints.

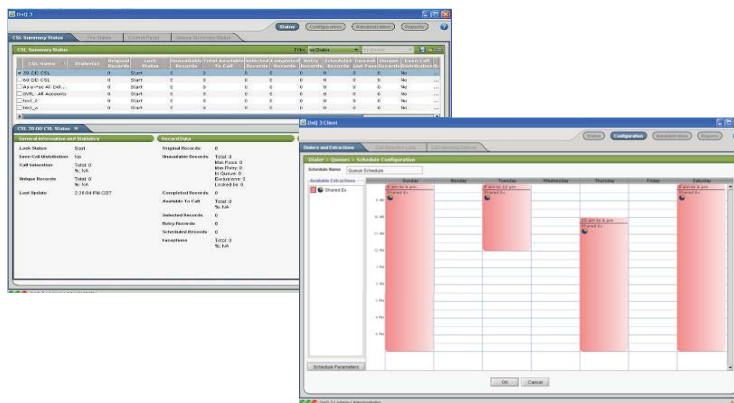
Next-Generation Campaign Management

- **Campaign Automation with Intraday Adjustment** – Schedule an entire week's campaigns in advance and watch them run. Apply new strategies and quickly shift work between campaigns in real time. Change the treatment of records throughout the day based on account-level variables and call history, without any interruptions to dialing. Filter accounts from one campaign to another mid-day. Customize the action taken after each call result to effectively manage state-specific calling restrictions.
- **Multi-Dialer Support** – Connect a single instance of OnQ to different dialer brands and versions. Share work even across dialer types.
- **Multi-Channel Communication Support** – Implement sophisticated customer communication strategies that leverage multiple devices and channels including voice, text/SMS and email.
- **Time Zone Targeting** – Create and schedule strategies that target specific time zones by hour of the day.
- **File Pre-Processing** – Connect to an external database and pull in supplemental record-level variables to enhance list segmentation based on additional credit

bureau attributes, call history, DNC lists, etc. Update fields on each account to remove duplicate phone numbers or create calculated fields such as over limit percentage.

- **Append and Purge Accounts** – Load accounts dynamically throughout the day; purge accounts after one or more days of dialing.
- **Customer-Local Time** – Schedule strategies in either fixed or customer-local time zones.
- **Reports** – Track campaign performance as well as activity on individual accounts and phone numbers. Write custom reports against OnQ's open database as needed.
- **Customizable Interface** – Create and save status screen views that show you the information you need most.
- **User Security** – Give each user access to only the areas necessary to do their jobs.
- **Control Panel** – Override campaign settings midday to increase the flow of records to the dialer, limit penetration or open accounts up for additional attempts after quotas have been met.

Contact us today at info@alisolutions.com to enable your outbound contact operation to improve your business results, quickly and without risk.



About ALI Solutions™

ALI Solutions is a leading provider of contact center solutions and the leading brand providing best-in-class analytics applications to the collections market. ALI's solutions empower business users to maximize agent productivity and optimize customer contacts through advanced contact analytics, automated decisioning and dynamic campaign management. Since 1992, many of the world's most successful companies throughout North America and the Asia Pacific region have chosen ALI because its solutions enable them to proactively communicate with their customers more effectively, thereby improving business performance and enhancing their customer relationships.

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