ACQUEON

NICE · CXone

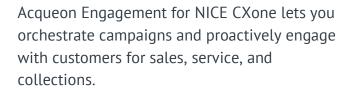# Acqueon Engagement for NICE CXone

Outbound and Omnichannel Campaign Management with built-in dialer for NICE CXone

Acqueon Engagement for NICE CXone lets you orchestrate campaigns and proactively engage with customers for sales, service, and collections.

Highlights

NICE CXone Personal Connection Dialer Integration

Acqueon leverages NICE CXone Personal Connection for preview, progressive, and predictive dialing modes. Personal Connection provides Call Progress Analysis (CPA) and Answering Machine Detection (AMD) to connect agents to live calls and maximize the use of their time.

Omnichannel Communications

Acqueon Engagement for NICE CXone lets you engage in 2-way conversations with customers using voice, email, text-SMS, and messaging channels. Campaigns can leverage live agents or be automated using voicemail drops and conversational bots.

Contact Data and Segmentation

Acqueon Engagement for NICE CXone provides an import utility, pre-built integrations, and APIs to load contacts from multiple sources. The data onboarding process includes duplicate records resolution and the scrubbing of known litigators. A comprehensive set of tools is also provided for list segmentation and data aggregation.

Data Privacy and Compliance

Acqueon Engagement features numerous compliance checks that can be easily activated including Do Not Call (DNC) number filtering and segmentation of contacts based on Prior Express Written Consent (PEWC). These tools enable you to conform to privacy regulations including TCPA, GDPR, CCPA, and Ofcom.

Campaign Optimization

Acqueon Engagement includes a powerful Contact Selection Strategy (CSS) builder that lets you prioritize contacts with the utmost precision. Contact Selection Strategies can leverage AI-predictions including Best Time To Call (BTTC), best channel to use, and propensity models (e.g. buy or churn).

Monitoring and Control

Acqueon Engagement lets you control the execution of all campaigns in real-time from a unified dashboard. Campaigns can also be activated or scheduled, and administrators can make instant changes or clone campaigns without IT support.

Reporting

Acqueon Engagement provides a comprehensive set of real-time and historical campaign reports.

Built for NICE CXone

Acqueon Engagement is natively integrated with the NICE CXone software; it leverages its agents and skills management. Calls are distributed using NICE CXone routing. Acqueon Engagement embeds a set of widgets inside the MAX Agent Desktop and supports blended operations.

Features

Omnichannel engagement
- Omnichannel engagement
- Voice, 2-way SMS, conversational/messaging bot, and email
- Personal and campaign callbacks
- Voice, SMS, and email notifications

Dialing and Pacing (through Personal Connection)
- Preview, progressive, power, predictive, and agentless dialing
- Call Progress Analysis (CPA) and Answering Machine Detection (AMD) via Personal Connection
- Voice, busy signal, fax, answering machine, disconnect, no answer detection

Compliance
- 3 levels of Do Not Call (DNC) controls
- Mobile numbers and Prior Express Written Consent (PEWC) handling
- Upload and runtime controls
- Abandoned rate control
- Time zone management by state, ZIP, or area code
- Pseudonymization of Personally Identifiable Information (PII)
- Right-to-know and right-to-be-forgotten workflows
- Enable compliance with Telephone Consumer Protection Act (TCPA), California Consumer Privacy Act (CCPA), General Data Protection Regulation (GDPR), and Ofcom rules
- Compliance reporting

Customer Data Platform
- Built-in Customer Data Platform (CDP)
- Upload data using CRM integration, data import, or APIs
- Contact scrubbing and deduping
- Contact Management

List and Campaign Management
- Campaign creation wizard
- Start/stop/flush/modify campaigns via a control dashboard or using a calendar
- Multi-criteria list segmentation and prioritization (Contact Selection Strategies)
- AI-based Best-Time/channel To Call (BTTC) and Propensity to Pay (P2P) models
- Rule-based reattempt/reschedule/recycle through channels based on outcomes (Contact Engagement Strategies)
- Automation, proactive notifications, and next-best-action via campaign chaining
- Pre-and-post-call/interaction scripting

Dialog builder
- Call guide
- IVR dialogs and voicemail drops
- Text dialog builder for SMS and email
- Bring your own bot

Contact/Lead distribution
- Skill-based routing through CXone
- Data-driven distribution
- List balancing

Sales, Service, and Collections
- Rapid Lead Response (Speed-to-Lead)
- Executive mapping assigns selected contacts to a specific agent/associate
- Customized voice messages
- Local Presence

Agent desktop
- Built-in MAX Agent desktop
- Inbound and outbound softphone
- 360-customer view, contact history, and customer journey visualization.
- Single and multiple campaign disposition with notes
- After-call workflow automation
- Call guide

Contact Center integration
- Agent blending via CXone
- Call recording via CXone
- 2-way identity verification

Reporting
- Realtime and historical reporting
- Advanced campaign, outcomes, and agent activity reporting
- Built-in report builder or 3rd party data visualization (APIs)

Enterprise-grade
- Cloud-based Software as a Service (SaaS)
- High Availability
- Business continuity (leverages SAN replication)
- Multilingual support (admin)
- Section 508 Amendment to the Rehabilitation Act of 1973 (Accessibility)
- Federal Information Processing Standard (FIPS) compliant