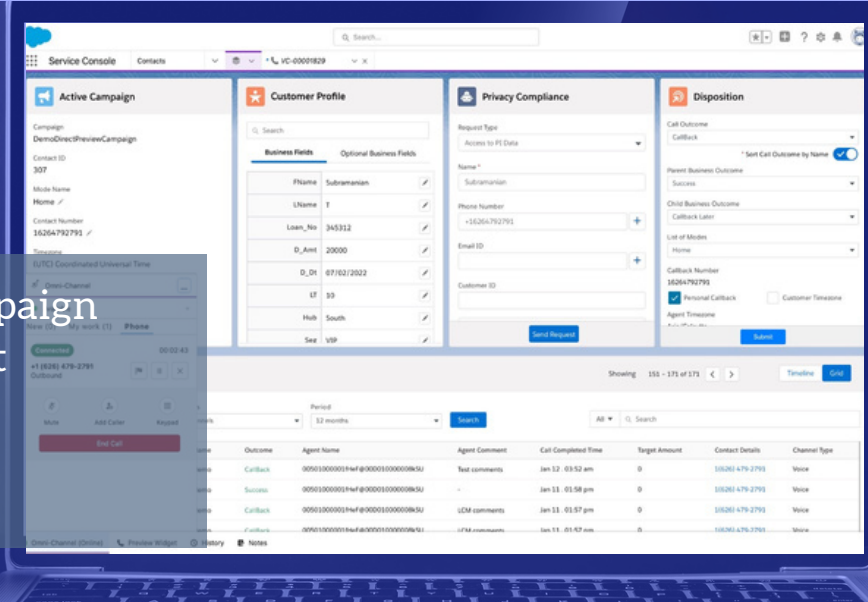


DATASHEET: ACQUEON FOR SERVICE CLOUD VOICE

Advanced outbound campaign management for the most intelligent & proactive customer engagement



ACQUEON + SALESFORCE SERVICE CLOUD VOICE: POWERING ADVANCED CAMPAIGNS & PROACTIVE CUSTOMER ENGAGEMENT

Acqueon Engagement, our advanced Campaign Manager for Salesforce Service Cloud Voice (SCV), makes it easy to set up, deploy, manage & measure omnichannel campaigns.

WHY DOES THAT MATTER?

Now every SCV customer can empower agents to engage with THEIR customers proactively, productively & profitably.

Acqueon's integration for SCV leverages SCV for direct preview, progressive & predictive autodialing modes. Our integration with SCV also includes Call Progress Analysis & Answering Machine Detection, connecting agents to live calls for maximum productivity.

4 KEY CAPABILITIES

- ✔ Two Supported Models:
 1. Service Cloud Voice with Amazon Connect (SCV pre-integrated w/ Amazon Connect)
 2. Service Cloud Voice for Partner Telephony (Amazon Connect telephony/services provided by Partner)
- ✔ Advanced campaign & list management
- ✔ Advanced dialing & segmentation strategies
- ✔ End-to-end, built-in Compliance Suite

SOLUTION HIGHLIGHTS

Built for Salesforce SCV

Execute advanced, outbound campaigns with Acqueon for SCV; this unparalleled integration offers comprehensive, out-of-the-box campaign & list management capabilities seamlessly Integrated with Amazon Connect's contact center & telephony services.

Omnichannel Communications

Engage in 2-way conversations with customers using voice, email, & text-SMS. Campaigns use live agents or automation (via voicemail drops & conversational bots).

Contact Data & Segmentation

Easily load contacts from multiple sources via an import utility, pre-built integrations & APIs. The data onboarding process includes duplicate records resolution + known litigator scrubbing. Also provided: a comprehensive toolset for list segmentation and data aggregation.

Data Privacy & Compliance

Multiple compliance checks can be easily activated including Do Not Call (DNC) number filtering & Prior Express Written Consent contact segmentation. With Acqueon, conforming to privacy regulations (TCPA, CFPB, FDCPA, GDPR, CCPA, and Ofcom etc.), is simple!

Campaign Optimization

Use our powerful Contact Selection Strategy builder to prioritize contacts with utmost precision. Contact Selection Strategies leverage AI-predictions including Best Time to Call (BTTC) & Best Channel to Use.

Reporting

Get a comprehensive suite of real-time and historical campaign reports— it's all included!

Monitoring & Control

Control execution of campaigns in real-time from a unified dashboard. Campaigns can be activated, scheduled, plus, administrators can make instant changes or clone campaigns without IT support.



FEATURES

Omnichannel Engagement

- Voice, email & Text-SMS communication
- Personal & campaign Callbacks
- Voice, SMS & email notifications

Dialing & Pacing (via SCV)

- Preview, Progressive/Power, Predictive & Agentless
- Call Progress Analysis (CPA) and Answering Machine Detection (AMD)
- Voice, busy signal, fax, answering machine, disconnect, no answer detection

Contact Center Integration

- Agent blending via Salesforce SCV
- Call recording via SCV (powered by Amazon Connect)
- 2-way identity verification

Compliance

- 3 levels of Do Not Call (DNC) controls
- Mobile numbers & Prior Express Written Consent (PEWC) handling
- Upload/Runtime controls
- Abandoned rate control
- Time zone management (state, zip code, area code)
- Pseudonymization (Personally Identifiable Information)
- Right-to-know & Right-to-be-forgotten workflows
- Complete compliance w/ Telephone Consumer Protection Act (TCPA), CFPB & FDCPA, California Consumer Privacy Act (CCPA), General Data Protection Regulation (GDPR) & Ofcom rules
- Compliance reporting

Built-in Customer Engagement

Data Platform

- Data Upload via CRM integration, data import & APIs
- Contact scrubbing & de-duping
- Advanced Contact management

Reporting

- Real-time and historical reporting
- Advanced campaign, outcomes & agent activity reporting
- Built-in Report Builder & 3rd-party data visualization (APIs)

Contact & Lead Distribution

- Skill-based routing by SCV (powered by Amazon Connect)
- Data-driven distribution
- List balancing

List & Campaign Management

- User-friendly Campaign Creation Wizard
- Control Dashboard or Calendar to start/stop/flush/modify campaigns
- Multi-criteria list segmentation & prioritization (Contact Selection Strategies)
- AI-based models (Best-Time/Best-Channel to Call & Propensity to Pay)
- Rule & outcome-based Contact Engagement strategies (reattempt/reschedule/recycle)
- Automation, proactive notifications & next-best-action via campaign chaining
- Pre/post-call interaction scripting

Outbound Campaign Features

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

Agent Desktop

- Two supported models (SCV w/ pre-integrated Amazon Connect & SCV for Partner Telephony w/ Amazon Connect)
- 360-customer view, contact history & Customer Journey visualization
- Single/Multi campaign disposition w/ notes
- After-call workflow automation
- Call guide
- Omnichannel softphone (for blended calls)
- Programmable event-driven screen-pop
- Detailed activity capture w/ Object/s creation
- Synchronized wrap-ups & dispositions
- Advanced business widgets (Lightning page)
- Preview widget in utility bar for preview calls
- Innovative workflow builder

Dialogue Builder

- Call guide
- IVR dialogs & voicemail drops
- Text-dialogue builder for SMS & email
- BYO Bot

Enterprise-Grade

- High availability
- Business continuity (leverages SAN replication)
- Section 508 Amendment to the Rehabilitation Act of 1973 (Accessibility)
- Federal Information Processing Standard (FIPS) compliant