



**The way customers interact with each other has evolved, so shouldn't the way businesses interact with them follow the same evolution?**

OutboundCX™ has added modern forms of customer contact —SMS, and email— to Cameo Global's already robust outbound voice campaign management and enablement platform. Standalone or as part of a business process, OutboundCX™ will automatically dial and connect agents to current and potential customers for reminders, collections, or potential sales opportunities. Additionally, OutboundCX™ can now use those same voice campaigns to contact SMS enabled phones and customer email addresses.

Compatible with Cisco UCCX/E, Cameo Global HCS CloudBlu™.



## OutboundCX™

Easily configure, deliver, and report on outbound dialing, email, and SMS campaigns with OutboundCX™. OutboundCX™ is built for Cisco UCCX, PCCE, and UCCE platforms as well as Cameo Global's CloudBlu™ for contact centers.

- **Manage multiple campaigns from one interface**
- **Dramatically improve agent productivity**
- **Roll dialing, email, and SMS into one unified campaign**
- **Track campaigns in real-time**
- **Leverage multi-variant testing and dial-in campaign efforts**



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## OutboundCX™ Key Features

### Built in reporting

On top of the campaign delivery and execution, OutboundCX™ comes with powerful reporting capabilities. Track campaign progress historically and in real-time. Split test campaigns and optimize the specifics of your sales offer to maximize ROI.

### Complete Cisco Integration

Cameo Global can install and configure OutboundCX™ to work seamlessly with any Cisco contact center. Cameo Global trains staff on how to use OutboundCX™, and has the ability to provide auxiliary support for growing contact center demand.

### Intelligent delivery

OutboundCX™ can deliver multiple omni-channel engagement attempts to the same contact if the initial attempts are unsuccessful. For example if you have a potential customer's phone number, email address, and mobile number, OutboundCX™ can be setup to automatically make a certain number of attempts at phone calls before sending an email. Then if the email doesn't yield a reply in a timely manner OutboundCX™ sends an SMS message to the contact's mobile number.

Any number of contact attempts can be configured in any arrangement. Virtually any administrator can take advantage of the power of OutboundCX™ with no programming or scripting knowledge. OutboundCX™ has an intuitive graphic interface with drag-and-drop tools so easy that anyone can use it.

### No-hassle customer engagement

Customers have distinct preferences regarding how they prefer to interact with organizations. OutboundCX™ enables contact centers to reach individuals the way they prefer—via voice, SMS messages, or emails.

### Boost agent productivity

OutboundCX™ is usable with a dedicated group of agents or blended with an inbound call queue. The blended call queue automatically detects and connects agents to customers when an agent become idle, ensuring that agents stay productive without overdriving outbound attempts.

*Cameo Global, Inc., is a leading Cisco ATP partner specializing in Contact Centers. OutboundCX™ is part of our continuing commitment to delivering value-added solutions to Cisco's Contact Center customers.*

## Pricing and Support Services

OutboundCX™ is sold as a software based appliance or for use in approved VMware environments. Compatible with UCCX, PCCE, UCCE, and Cameo Global CloudBlu™ for contact centers, pricing is based on per port usage and the type of outbound engagement

methodology deployed. Cameo engineers expertly install OutboundCX™. Implementations are typically accomplished remotely or onsite if required by security policies. Annual maintenance is sold separately but is included in the 1st year of deployment.



**Contact Cameo Global today to schedule your initial business and technology review with one of our trusted advisors. Call now to get started!**



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