




Contact Marketing

Slide notes: In this tutorial we introduce Contact Marketing.




## The Contact Marketer uses a Call List

- For each Contact, the number is dial'ed
- An action is performed, e.g. Sales Order, Interview, Debt Collection or other

The Contact Marketer uses a Call List

Slide notes:

The Contact Marketer or Tele Marketer will use a Call List from which the system will connect one Contact after another. Each Contact is called and some action is performed, for example Sales, Interview, Debt Collection or other.

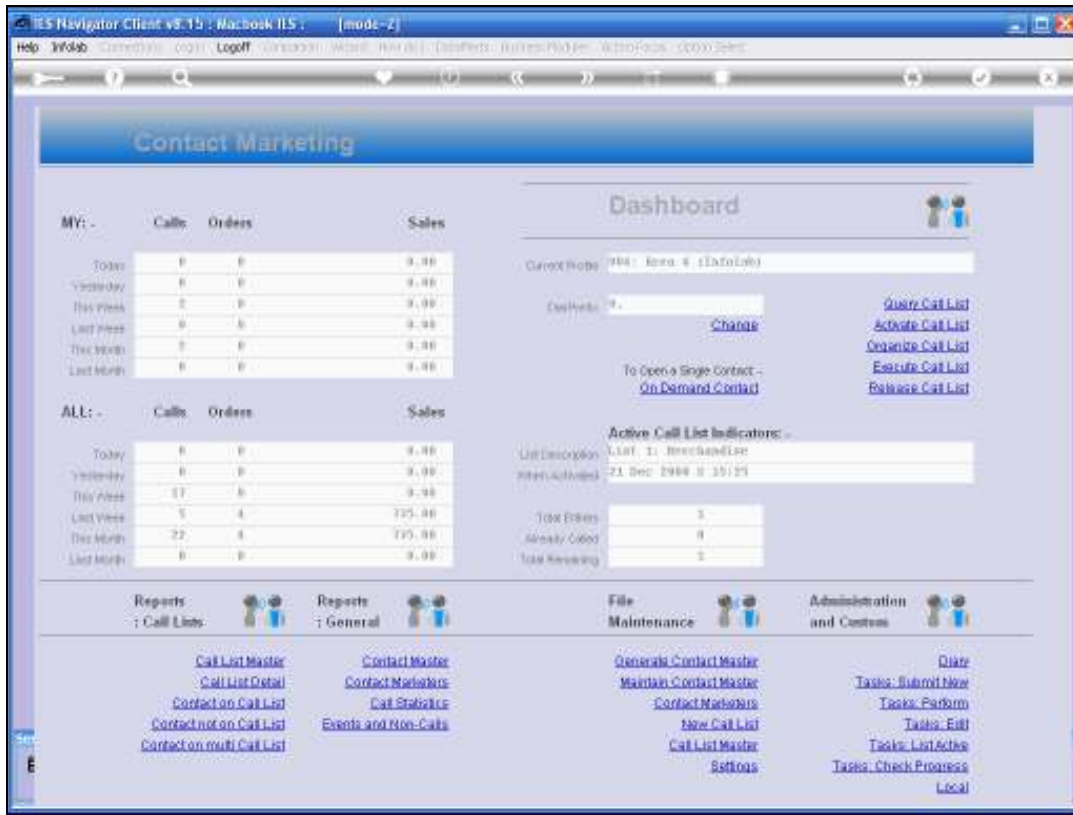


## Result

- An interview or other Action may result in a follow up action
- A Sales Order flows through a business pipe and emerges at Distribution for delivery

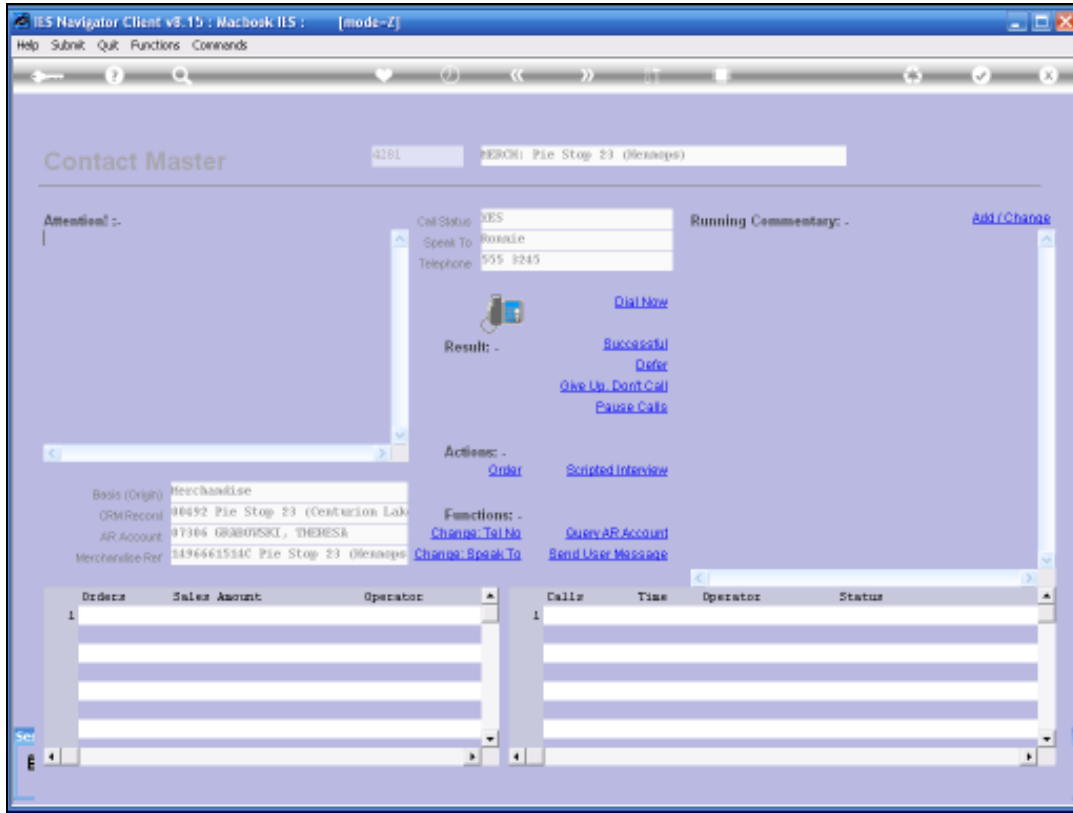
### Result

Slide notes: The action may result in some follow up process, depending on the business pipe. In the case of a Sales Order, it can emerge automatically at Distribution for delivery.



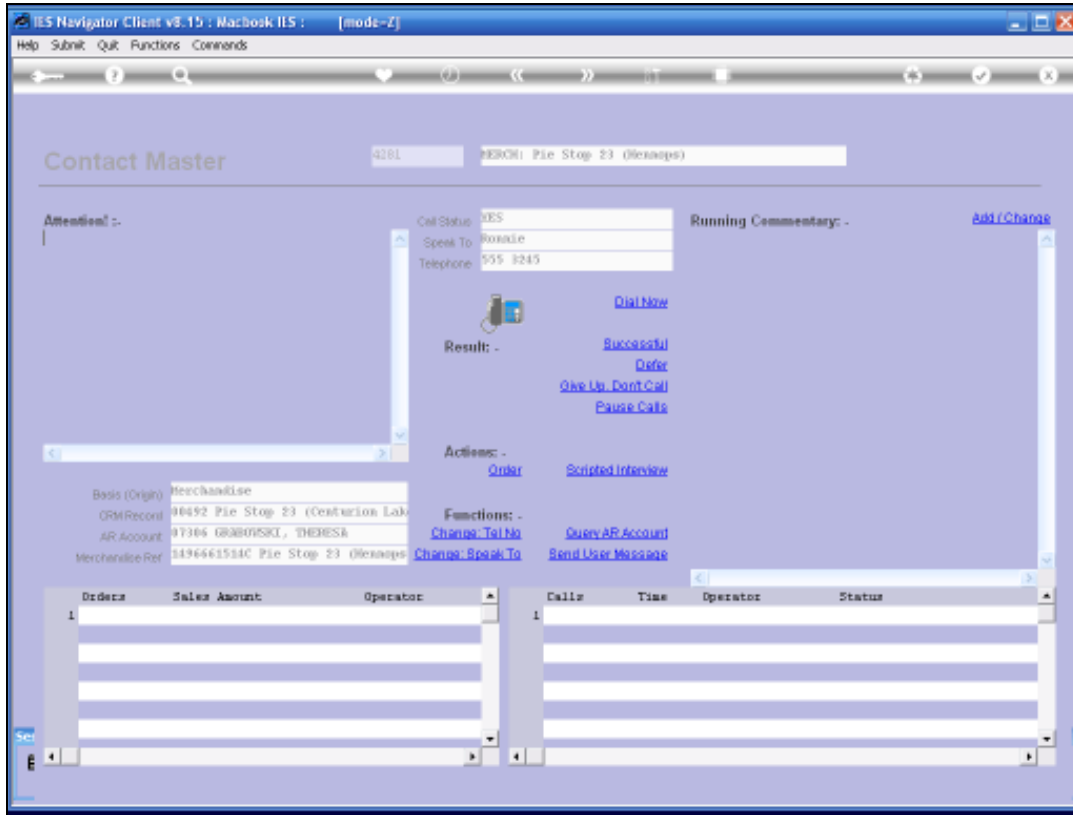
Slide 4

Slide notes: From the dashboard, the Operator executes the Call List, and a Contact appears.



Slide 5

Slide notes: The DIAL function is used to call the Contact, and various other actions can be performed here.



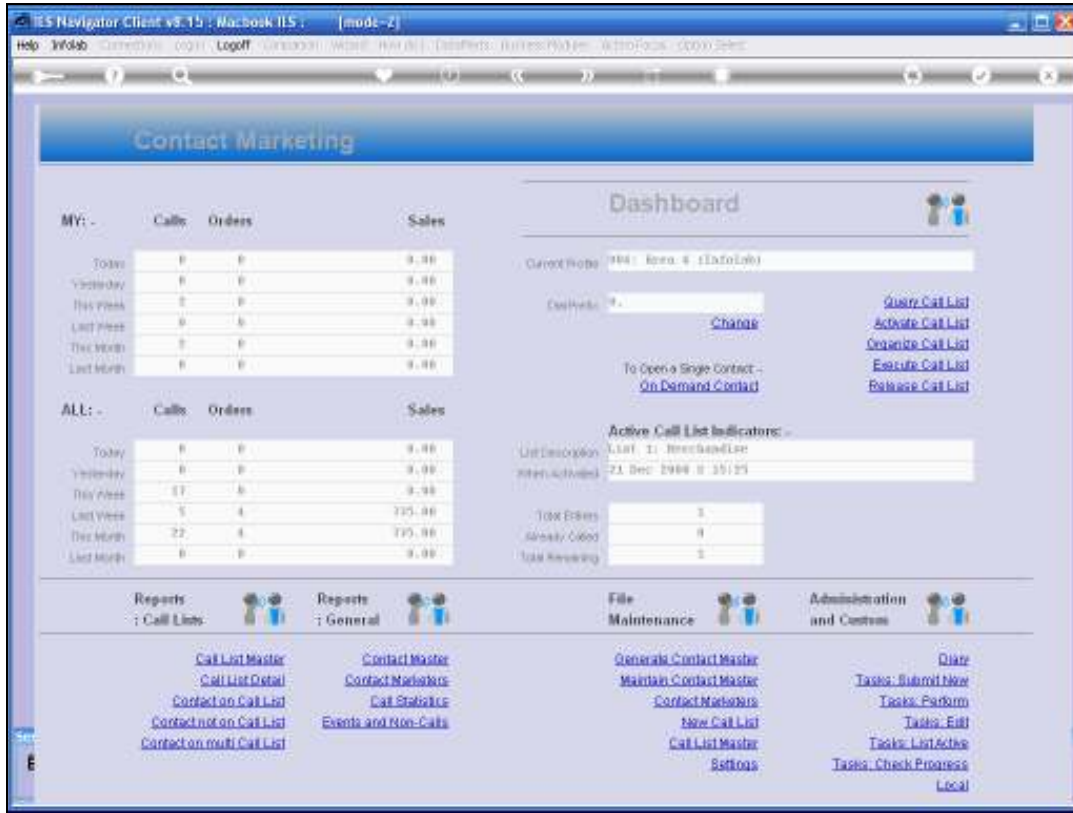
Slide 6

Slide notes: There is plenty to be said about the Call Contact screen, but that is the subject of a separate tutorial.

The screenshot shows the ILS Navigator Client interface. At the top, there is a navigation bar with 'Help', 'Workflow', 'Connect', 'Logout', and other options. The main content area is titled 'Contact Marketing' and features a 'Dashboard' section. On the left, there are two summary tables: 'MY:' and 'ALL:'. Each table has columns for 'Calls', 'Orders', and 'Sales' across different time periods (Today, Yesterday, This Week, Last Week, This Month, Last Month). The 'MY:' table shows zero activity, while the 'ALL:' table shows 17 calls, 4 orders, and 775.00 in sales for this week. The dashboard also includes a 'Current Profile' section with a dropdown menu, a 'Change' button, and several action links like 'Query Call List', 'Activate Call List', 'Create Call List', 'Execute Call List', and 'Release Call List'. Below this is an 'Active Call List Indicators' section with a table showing list descriptions and dates. At the bottom, there are four main menu categories: 'Reports: Call Lists', 'Reports: General', 'File Maintenance', and 'Administration and Control', each with a list of sub-links.

Slide 7

Slide notes:



Slide 8

Slide notes: In a nutshell, that is what Contact Marketing is about. It is used for Sales Marketing, Collections, Interviews and other contact management functions. In subsequent tutorials, all the functions are revealed.