



**ELSBETH**

**Enghouse Cloud  
Contact Center**

THE FLEXIBLE ALL-IN-ONE  
CAMPAIGN SOLUTION



**Enghouse  
Interactive**

# ELSBETH

## OUTBOUND DIALLER ENABLES SEAMLESS SOPHISTICATED OUT- BOUND CAMPAIGNS

Enghouse Interactive's ELSBETH Software Suite is the flexible and easy-to-use all-in-one solution for the efficient, cost-effective execution and management of outbound telephone campaigns and it's now fully integrated into CCSP and available to end tenant users. ELSBETH combines market-leading predictive dialling technology with an intuitive campaign management tool and agent workflow scripting to guide your agent step by step in communicating with the customer. Advanced algorithms dynamically control pacing, ensuring abandoned call compliance and agent productivity.



### WHAT CAN ELSBETH DO?

- Smart campaign management with ELSBETH PowerContact (EPC)
- Outbound call management in the modular ELSBETH CommunicationManager (ECM)
- Outbound in all dialling modes – taking into account all industry standards
- Rebound/inbound with graphic call flow editor
- Full agent scripting into TouchPoint agent client
- Integrated into CCSP enables agents with full flexibility of inbound and outbound activities

### WHAT IS IT MOST SUITABLE FOR?

- Telemarketing
- Appointment setting
- Winback campaigns
- Market research & customer surveys
- After-sales activities

### WHY CHOOSE ELSBETH FOR MY COMPANY?

- High flexibility in deployment: cloud or hybrid
- Individual, modular structure of the software components you need..
- Support blending inbound and outbound communications. Not only does it increase agent productivity, but it also offers proactive service which may help reduce inbound volume by deflecting some interactions to self-service channels
- ELSBETH easily integrates into your existing IT environment offering open API
- Maximum ease of use with minimal training
- Optimal use of available resources with time and cost savings thanks to market-leading technologies (predictive dialling module)
- Highly compliant: ELSBETH complies with all national and international regulations and industry standards
- Over 20 years of experience & success in dynamic outbound marketing

# ELSBETH Communication Manager (ECM)

## INTELLIGENT AND POWERFUL

### WHAT IS ECM?

ELSBETH Communication Manager (ECM) is the solution for the central management of your communication channels and processes, both inbound and outbound.

ECM features high performance combined with exceptional flexibility and ease of use. ECM lets you design and configure your communication processes more efficiently from day one – in combination with ELSBETH PowerContact or other campaign management tools.

### WHAT CAN ECM DO?

With many embedded rich features, ECM is designed to create new sales potential in your customer dialogue, consolidate customer relationships, increase efficiency and thus motivation among your agents as well as identifying cost savings and implement cost reduction potential more quickly.

Core modules:

Process Designer

- Central process management
- Intuitive operation via drag-and-drop
- Graphical callflow creation and customisation

Dialling module

- Predictive dialling
- Preview dialling, optionally with auto-dial
- Agent blending
- Geo dialling
- Legal compliance with industry standards

### WHAT ARE THE BENEFITS OF THE ECM?

- Seamless integration into existing work environments
- Scalability: from one to hundreds of agents
- Multi-tenant capability
- Virtual integration of multiple sites
- Real-time monitoring for campaigns and reporting



# ELSBETH PowerContact (EPC)

## USER-FRIENDLY & EFFECTIVE

### WHAT IS EPC?

ELSBETH PowerContact is the easy-to-use solution for efficient, cost-effective execution and management of telephone campaigns, with its user friendliness being a particular strong point. The web-based module is easy to install, administrate and operate.

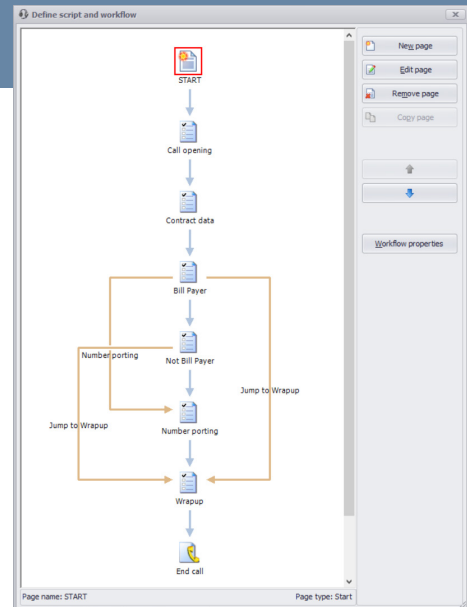
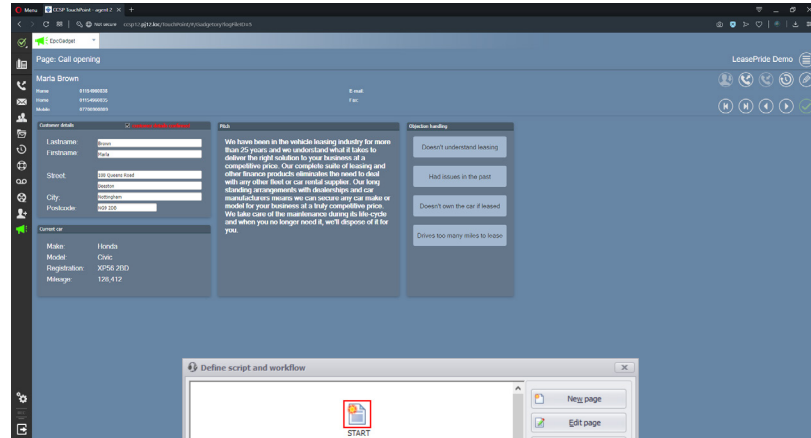
### HOW DOES EPC WORK?

The EPC campaign management system consists of two central applications: the EPC Administrator and the EPC Client.

EPC Administrator is the control centre. This is where you can create, manage and monitor campaigns in just a few minutes. This makes EPC Administrator an easy and efficient application for team leaders, supervisors and contact centre management.

EPC Client is the agents' application for selecting contacts and guiding the agent through the customer communication process with intelligent work flow scripts. EPC client has been specially adapted to the requirements of contact centre operation and impresses by its intuitive design.

### WHAT ARE THE BENEFITS OF EPC?



#### User friendliness

- Easy setup thanks to agent workflow
- Info display with relevant data and contact history

#### Agent Productivity

- Ensure agents have optimal scripts to achieve maximum results from each call
- Provide agents full control to handle the contacts effectively and accurately

#### Cost effectiveness

- Extremely fast campaign setup
- Smart reports to evaluate and optimise your campaigns

# What do customers say about ECM and EPC?

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***“We have built a longstanding, trusting relationship with Enghouse Interactive based not just on the quality of their technology but also of their service and support. The Outbound Dialler is an excellent match for our needs thanks to its combination of rich functionality, efficiency and flexibility.”***

Andrew McCann, Head of Contact Centres, Payzone

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***“Enghouse has fully mastered the tasks that we have set for a modern and powerful telesales solution.”***

Michael Zander, authorised representative at, STKNB

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***“We looked for a platform that could deliver optimal sales results for various campaigns for a variety of our outbound partners while at the same time making sure we took quality, cost savings, flexibility and customer satisfaction into account. For us, the central outbound dialler platform is clearly the way forward.”***

Christian Tromm, Team Manager Telemarketing E-Plus Mobilfunk, a subsidiary of Telefónica

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***“We were particularly impressed by the fast integration into our existing systems, the smooth production and the excellent increase in efficiency, without overburdening employees.”***

Torsten Krause, Managing Director, tema direkt GmbH

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# Enghouse Interactive

## About Enghouse Interactive

We are a leading provider of customer experience technology. Our technology is designed to help business maximize the value of their customer interactions using any form of digital or voice communication, making customer experience teams more productive, leaving more time for proactive customer engagement. Our products include both cloud and premise based solutions giving our customers the alternatives and flexibility they desire.

Learn how our suite of products have enabled over 10,000+ mid-market and enterprise customers globally increase customer retention and acquisition by improving customer service, contact centers operations and better understanding the voice of the customer.

LEARN MORE

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