



LiveVox's Outbound Campaigns & Compliance Bundle: Powerful, Compliance-Focused Omnichannel Engagement With Voice and Messaging



1,279%

The increase in number of Federal Telephone Consumer Protection Act lawsuits filed over the last decade.¹

DOING OUTBOUND ENGAGEMENT UNDER ONE ROOF IS MORE IMPORTANT THAN EVER.

Compliance rules mean businesses must balance evolving customer preferences with increasing regulatory demands. Customers want to communicate on their channels of choice, not yours. Agents need to be empowered to deliver faster talk-offs and exceptional customer experiences. Remote work is the newest reality. Outbound line limitations hinder the ability to maximize efficiency. And today's environment demands tools to help expand productivity and compliance, especially those that help understand and leverage data. These days, it's crucial to deliver a unified experience—for customers, for agents, for managers, and for operators.

Every contact center needs a strategy for how to operate in today's changing environment. But if you operate on different platforms, you can't flatten that strategy across the platform. For many organizations, maximizing outbound efficiency and focusing on compliance is complicated by:

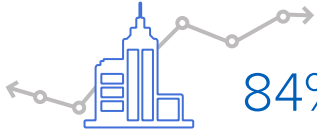
Confusion around compliance. TCPA, CTIA, CFPB, PCI, and other regulatory considerations muddy the waters when it comes to doing outbound calling and messaging. Uncertainty about what the rules are and how to adapt is widespread. But the costs of rolling the dice are too high when you could end up getting fined or sued—and both will impact your bottom line either through lost revenue or legal costs.

Managing complexity. CRM technology that is not properly aligned with multiple channels leads to fragmented, potentially non-compliant interactions. Without unified data, it's impossible to link all interactions across any channel into a single view of the customer. Which, in turn, makes it much more difficult to create a holistic and positive customer experience.

Too many tools and silos. Patchworks of 3rd-party plugins and multiple platforms allow valuable data that could mitigate risk and improve performance to fall through the cracks. Forcing agents to switch between different systems and screens is a drain on efficiency. And without a full view of customer interactions, it's incredibly challenging for agents to deliver an exceptional experience.

Interrupted interactions. Workflow breakdowns limit performance when you don't have a configurable user interface that enables agents to toggle easily between systems. A disconnected communications strategy means a fragmented experience for agents, which leads to a less than ideal experience for customers.

These challenges can feel daunting. But what if you could significantly improve your ability to engage with customers on any outbound channel? Mitigate regulatory risk without sacrificing operational efficiency? Do it all in a single pane of glass view, empowering your agents to deliver exceptional customer experiences? And what if you could gather data-driven insights about your whole operation to enable transformative operational and training strategies? With the power of LiveVox's Outbound Campaigns & Compliance Bundle, you can.



84% of digital transformations fail to improve performance or equip organizations to sustain long-term change.²

Performance and Compliance-Focus: Unified

LiveVox's Outbound Campaigns & Compliance Bundle is designed to increase productivity and mitigate risk when doing customer engagement. By bringing everything together under one roof, LiveVox makes your outbound communications more efficient, more compliance-focused, and more data-driven than ever before. By partnering with LiveVox, you gain access to a wide range of benefits, including:

Four Clouds™ outbound dialing systems including HCI®: Manage today's regulatory requirements with the option of three manual and one automated outbound dialing system, including the battle-tested HCI®. Each system has different combinations of risk and productivity to fit your specific business needs.

Mass SMS and email: Amplify your outreach with robust campaign creation functionality, including segmentation and automation. And meet customers on their preferred channels of choice.

Human Text Initiator (HTI): Enjoy the power and confidence of HCI®, now for text messaging. HTI is a dramatically more efficient way to do SMS with a focus on TCPA risk mitigation. Drive inbound calls and payments and promote consumer self-service. *(Coming Soon)*

Unified data: Enable agents to create more personalized customer experiences. With a unified view of the customer and their interaction history, you can pinpoint areas to improve along the customer journey.

Empowered managers: By doing outbound engagement in a single unified platform, managers are able to make better business decisions that drive ROI for the bottom line using data-driven insights.

Reduced complexity: Easy to implement. Easy to use. Easy to scale and change on the fly. The LiveVox platform is purpose-built to deliver a seamless experience both on the operations side and on the customer engagement side.

Conclusion

With the power of a single, unified platform for outbound communications at your fingertips, you get maximum compliance-focus and productivity in one package. Everything connected. For agents. For managers. For contact center operators. And especially for customers. Relying on a patchwork of 3rd-party vendors or applications isn't a viable option in today's changing environment. The cost of doing business as usual is too high when you can do it all under one roof instead.

¹ <https://www.inquirer.com/philly/business/robocall-lawsuits-verizon-citibank-andrew-perrong-20181102.html>

² <https://www.mckinsey.com/business-functions/organization/our-insights/unlocking-success-in-digital-transformations/>