



LiveVox Intelligent Email Drives Improved Campaign ROI

Leverage intelligent, integrated email to optimize contact attempts and deliver higher ROI with multichannel campaigns

Customer Profile



Call center operators looking to increase engagement opportunities by expanding beyond voice with Email.

Problem Snapshot



Campaigns using siloed channels, including Email, are ineffective without key insight, such as call back attribution and complete contact history, to drive multichannel ROI.

Solution Snapshot



LiveVox Intelligent Email expands contact channel options, utilizing key data to drive and track multichannel campaign performance.



Benefits

- Ease of use and customization
- Drive cross-channel consumer engagements
- Track campaign ROI through call back attribution

DRIVE HIGHER CAMPAIGN ROI WITH INTELLIGENT, INTEGRATED EMAIL

As today's consumers become more and more diverse in their desired method of communication, contact centers need access to additional channels beyond voice to reach them. Engaging consumers via their channel of choice significantly increases the probability of connection.

Email is a popular communication channel that allows consumers to interact at their convenience and provides contact centers direct access to consumers' inbox with minimal resources. However, the lack of an integrated email solution prevents contact centers from realizing email's full potential.

A multichannel environment with a standalone email application poses a significant challenge to effectively managing compliance and gaining performance insight.

Analytics provides an opportunity to further enhance the ability to drive multichannel ROI. However, the vast majority of standard analytics are not equipped to track on cross-channel campaigns.

LiveVox's integrated, Intelligent Email Solution bridges these gaps by providing robust risk mitigation tools and advanced multichannel campaign reporting and analytics to effectively expand beyond voice.

EASY TO USE EMAIL CAMPAIGNS WITH LIVEVOX INTELLIGENT EMAIL

LiveVox Intelligent Email provides a practical approach to expanding beyond voice with an intuitive interface, robust risk mitigation capabilities, and advanced performance insight.



Intuitive Configurations Allow Contact Centers to:

- Create Mass Email Campaigns to a Target Set of Consumers
- Create Branded Templates for Campaign Emails
- Enhanced Capabilities When Coupled with Business Intelligence
- Measure Results of Email Campaigns & Call Backs Associated with Them
- Track Attempts Across Email & Phone Channel



Integration with LiveVox Provides Risk-Mitigation Tools Including:

- Real-Time Visibility into Email Interactions
- Contact History Documentation
- Simplified Opt-in and Opt-out options
- Post Campaign Reporting of Call Back Attribution



Email Channels Allow Contact Centers to:

- Improve Campaign ROI When Full Contact Details are Lacking (lack of phone number)
- Drive Call Back to Specific Inbound Channel (1800 number, online, etc.)
- Leverage Reporting to get Call Back Attribution
- Apply BI to Empower Actionable Channel Analytics

KEY FEATURES

- Integrated Solution for Tracking and Managing Contact Attempts
- Reporting for Email to Call Attribution
- Added Services for List Management, Email Cleanse & Spam Filtering
- Cost Advantages vs. Voice and Traditional Mail