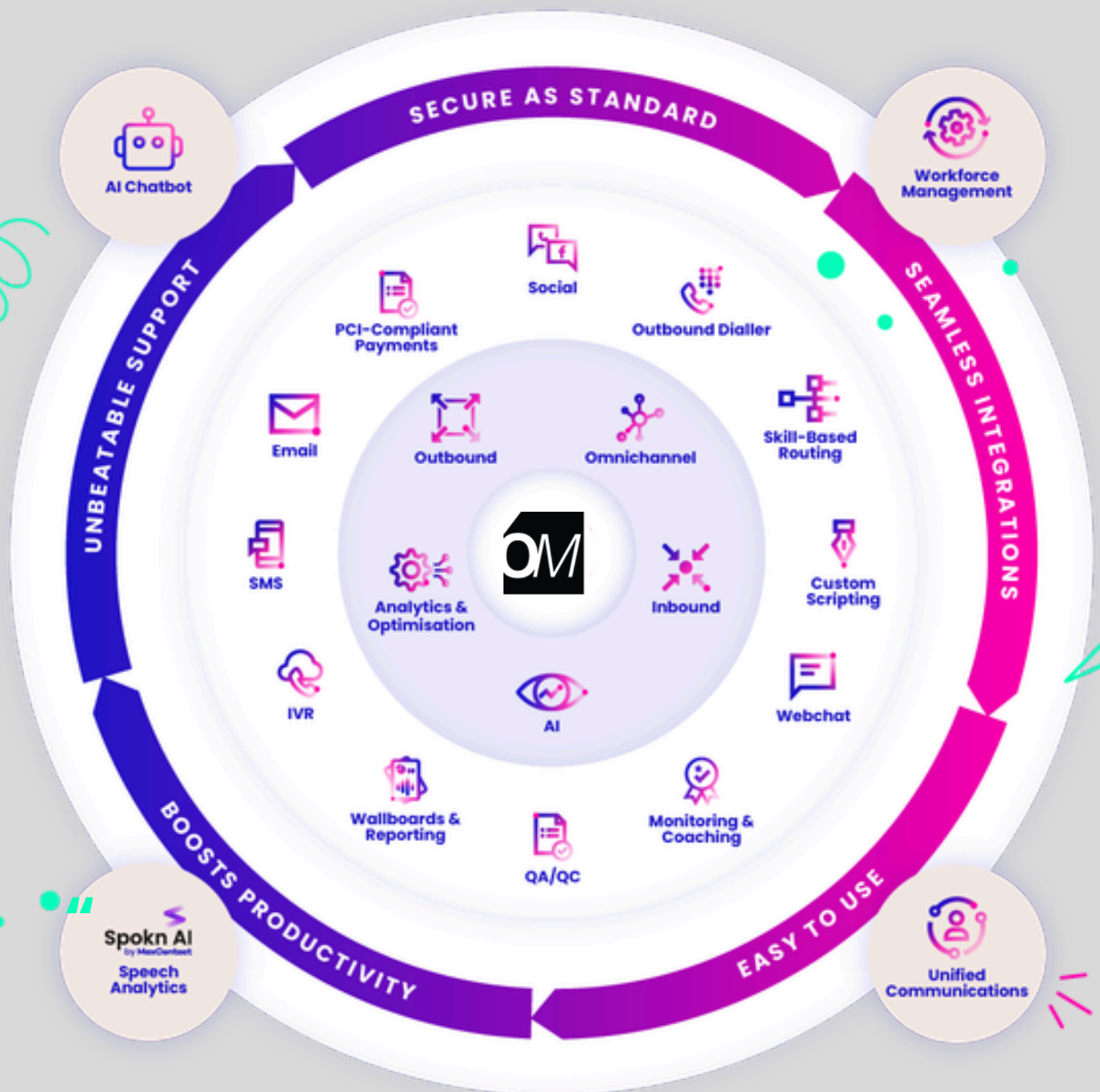




# Overview of the OmniSense solution



# Outbound Features

Automate outbound dialling in an intelligent and compliant way, with in-built Answer Machine Detection (AMD) and data prioritisation to reduce manual effort from your contact centre team.

## Predictive dialling

Our own predictive dialler algorithm starts dialling multiple simultaneous lines to maximise productivity, passing the agent the next call the moment they are ready.

## 'Dropless' predictive algorithm

Our 'dropless' algorithm has been designed to work in a blended or outbound only environment, with the aim of running Predictive campaigns with a drop rate as close to 0% as possible.

## Progressive 'Undroppable' dialling

Automatic dialling at a 1:1 ratio, with a blended campaign, meaning agents can take inbound calls without the worry of outbound calls being dropped.

## Preview dialling

Allows your agents to see specific information about the customer before the dialler places the call or the agent chooses to dial.

## Auto change – predictive to progressive

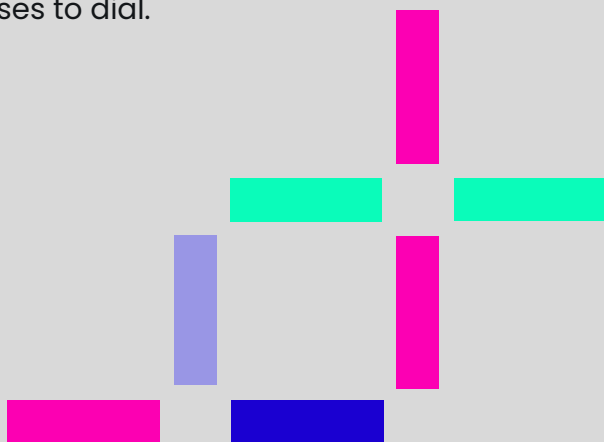
Allows you to set the number of agents where the dialler will automatically change from predictive to progressive dialling, avoiding a spike in dropped call numbers. When your staffing levels get back to that number dialling will change back to predictive.

## Data priorities

OmniSense gives you the ability to prioritise your data the way you want, target postcodes, values of loans, age, anything. Giving you the ability to focus on the data that gives a higher return on investment.

## Call recording

Full call recording of all calls. Record all or separate parts of transferred calls, review agent performance on calls, quickly spot trends in contact centre activity and rate and review calls on the system.



### **Simple, single window web agent**

Single sign on, log in and out of individual allocated campaigns, manage call-backs, take inbound and outbound calls on the same screen, agent dashboard to display performance and targets, personalised scripts and CRM integration without the need for additional browser windows.

### **Live agent coaching & monitoring**

Allows seamless connection to any agent making/taking calls, giving you the opportunity to listen in or coach the agent through the call.

### **Data Penetration**

Increase collections/sales rates and improve data penetration.

### **AMD**

Over 90% successful Answer Machine Detection, freeing up time for agents to take the calls that count whilst remaining compliant.

### **Best time to call**

Automatically call at different times of the day to achieve better data penetration rates and increased ROI on data spends.

### **Time zone control**

Auto time zone dialling, allowing calls to international destinations to be controlled, maximising contact rates.

### **Post call actions**

Allows agents to move calls into IVRs at the touch of a button. Play terms and conditions or leave automated answer machine messages, freeing the agent to deal with other calls.

### **Bespoke scripting**

100% personalised, real time updated scripts. Display different scripts for different leads all within the same agent interface.

### **Drag & Drop campaign management**

Load, filter and assign data and campaigns in advance and on the fly. Allow automatic dialling of specific campaigns/lists as soon as agents log in. Monitor and receive alerts on eligible data thresholds. Change dialling types on the fly for campaigns and lists.

### **Multi option transfers**

Allows agents to transfer calls to specific users, skills groups, IVRs or Hot Keys. Agents can complete warm or cold transfers easily within the single web agent screen.

### **Fully customisable dispositions**

Produce result code plans which allow you to display different result codes on different campaigns and only in certain circumstances – Only visible on scripts, within web agent, on certain agent script pages and so on.

### **DNC lists**

Infinite Do Not Call lists, customisable and 100% protected.



# Outbound Skills-Based Routing: The Perfect Match for Revenue Generating Teams

Upgrade your outbound campaigns with OmniSene's intelligent skills-matching feature. By automatically pairing contacts with the most suitable agents, you'll build stronger connections, increase call success rates, and drive more revenue. Our system effortlessly identifies customer needs and aligns them with your agents' expertise, ensuring every conversation is optimised for success.

**Effortless campaign management** Say goodbye to complex setup processes and hello to effortless campaign management. With simple tagging during contact import, you can efficiently organise your data and agent skills, allowing for easy management and efficient call distribution. This streamlined approach saves time, improves productivity, and lets you focus on what matters most – hitting your targets.

## Skills in this Group

Feature information   New releases   Product knowledge  
Product pricing   Product training

## Skills Library

Customer service   DCA   Debt collection   Dispute management  
End of contract renewal   Sales superstar   Vulnerable customers

### Skill

Please select a skill... ^

Customer service

DCA

Debt collection

Dispute management

End of contract renewal

Feature information

### Proficiency



## Set up for success

Set your campaigns up for success with TForge's outbound skills-matching capability. By creating the perfect match between customers and agents, you'll foster longer-lasting customer relationships, boost agent satisfaction, and increase your bottom line. Make every customer conversation count and watch your revenue soar.

# Omnichannel Features

Customers want flexibility, simplicity and consistency – regardless of their preferred channel. Integrate phone, email, webchat, and social media for a more convenient and efficient experience.

## Inbound voice

Take inbound calls in their own individual campaigns or through blended campaigns.

## Outbound voice

Have multiple campaigns running at the same time with the ability for agents to log in and out when required.

## IVR

Set up unlimited IVR routes, improving the customer experience and monitor & report on trends.

## E-mail

Allow customers and agents to interact via email with intelligent routing through our upgraded web-agent.

## WebChat

Interact with customers and prospects through live chats on web and mobile devices.

## Text/SMS

With Text/SMS, you are able to send different kinds of messages to your customers phones.

## Reporting & BI

Report on all stats from all channels and display trends or particular information through our customisable dashboards.

## WebChat & email transcripts

Your customers can request a transcript of the interaction they had with your agent.

## Interface

Consolidated, easy-to-use interfaces for agents, supervisors and administrators.

## Administration

Administration is simple and avoids the need for expensive technical staff or professional services costs.

## Make real-time changes

Allowing you to make changes in minutes not hours, so you can adapt your business to changes immediately.

## Schedule Reports

Ensure everyone gets the reports they need hourly, daily, weekly or monthly with our advanced scheduler.

### **WhatsApp & Facebook Messenger**

Have two-way WhatsApp and Facebook conversations with your customers.

### **Custom Reports**

Build your own custom reports with our open architecture and dedicated reporting servers.

### **Data Forever**

We never delete your data, so you will be able to report on it forever allowing for analysis of big data trends.

### **Customer Satisfaction**

Increase Customer satisfaction through contact over preferred channels.

### **Agent Productivity**

Improve agent productivity and reduce per interaction costs with multiple interactions (configurable).

### **Blended Campaigns**

Seamlessly blend inbound and outbound with omnichannel interactions.

### **Handling**

Reduce average handle time ensuring each customer is connected to the best, or previously spoken to agent.

### **Previous Agent Routing and Transfers**

Set your interaction queues to automatically route to previously contacted agents or use the ability to transfer an interaction to any agent available.

### **Canned responses**

Give your teams the ability to send quick answers within any conversation happening on digital channels. Helping them speed up response times, whilst your admins can add new responses, approve response suggestions, amend and manage the response library.



# Spokn AI: Understand the *why* Behind Every Conversation

Unlock the hidden potential in every customer interaction with Spokn AI. Our advanced speech analytics solution is designed to supercharge your contact centre's performance and uncover revenue growth opportunities.

## **Maximise Sales Opportunities**

Spokn AI doesn't just listen to calls – it uncovers opportunities. Our advanced AI listens to each conversation, transcribes, analyses, allocates a theme and then groups key topics together so you can understand what's driving demand in your contact centre.

## **Optimise Team Performance for Peak Efficiency**

Your agents are your revenue engine. Spokn AI provides targeted insights for coaching and training, helping each team member reach their full potential. By identifying top performers' tactics and areas where others can improve, you'll create a high-performing team that consistently exceeds targets. Improved efficiency means more calls handled, more sales closed, and a healthier bottom line.

## **Improve Customer Retention and Lifetime Value**

Happy customers are repeat customers. Spokn AI helps you keep your finger on the pulse of customer satisfaction by making you aware of issues with sentiment tracking. See sentiment by topic, agent, campaign, team, disposition code and more – quickly respond to changes in sentiment and keep your contact centre operations running smoothly.

## **Ensure Compliance While Boosting Sales**

In highly regulated industries, compliance mistakes can be costly. Spokn AI acts as your always-on compliance officer, easily allowing you to see issues via the intuitive data dashboard. Keep on top of compliance checks with quick to review transcripts and categorised calls for targeted selection.

## **Data-Driven Strategy for Continuous Growth**

Spokn AI turns vast amounts of conversation data into actionable intelligence. Gain deep insights into customer preferences, emerging trends, and the effectiveness of your sales strategies. This wealth of information empowers leadership to make data-driven decisions that propel your business forward, identifying new revenue opportunities and optimising existing ones.

**Ready to see how Spokn AI can revolutionise your sales strategy?**

Contact us today for a personalised demo and discover the impact on your business growth.



# Inbound Features

Save you and your team's time with skills-based routing, SLA-driven prioritisation to help during busy periods, and self-serve IVR journeys that work for your customers.

## Skills based routing

Ensures customers are directed to the relevant queue and the best agents available for the call whilst allowing for the best overflow options at peak times, improving customer experiences with lower queue times.

## Virtual Queue

Give the customer the ability to leave their number in the queue and be called back by the system when they get to the front and connect to an agent.

## Blended campaigns

Allows agents to seamlessly take inbound calls whilst being logged into outbound campaigns and making calls. Priority will be given to inbound calls automatically and customers will be routed to the agent with minimal wait time.

## IVR editor

Fully customisable inbound IVRs allowing you to create simple to complex routing including features such as time checks, skills routing and golden ticket options.

## Customise queuing

Route calls through single or multiple queue options to allow customers to select the correct destination with ease.

## Call recording

Full call recording and easy identification between inbound and other call types.

## Multi option transfers

Hot Key, Skill group, individual agent and IVR transfers are all possible through inbound calls.

## Emergency inbound routing

Allows you to put the dialler into 'Emergency Override mode' whilst onsite or remotely. This gives you the ability to quickly change all inbound routes to an alternative IVR route in the event of an emergency.

## Live agent coaching & Monitoring

All inbound activity by agents can be monitored and coaching can be implemented via coach + agent interaction.

## PCI-DSS Compliant Payment Options

Allow agents to take payments in a PCI-DSS compliant way or use the PCI-DSS Compliant Payment IVR which enables your contact centre to receive payments 24 hours a day, 7 days a week, 365 days a year without the need for any agent involvement.

## Integration

Webservice and database integrations to third party products, to customise, pull data, verify or provide additional IVR logic from other external systems.

## IVR announcements

Announce average queue time to the clients and dynamically use different IVR routes if times exceed thresholds, allowing you to reduce abandon rates and increase customer satisfaction by turning peaks into steady call traffic through the day.

## Advanced IVR elements

Lookup and create leads through the IVR, saving time for your agents. Create complex IVRs that branch calls based on certain statistics or criteria.

## Multiple inbound numbers

Ability to add multiple inbound numbers for more choice and options for your customers.

## Inbound reports

Specific inbound reports to show information that can be broken down into detailed time periods.

## System Control IVR

Remotely control your campaign management from your phone rather than having to log into the system. By calling a number, you can stop, start & pause campaigns as well as the ability to enable emergency routing options.

## 'Blackout' days

Set certain dates to automatically play customised out of hours messages when a customer calls in. Particularly useful for bank holidays and the festive period.

## Live queues

See how many people you have in queues at different points in your journey and on different channels.

## Content Filtering

Allows you to upload lists of words to be automatically filtered out of agent chats and emails. They will be replaced by \*\*\*\*\*.

## Live stats

See live statistics on all campaigns, all teams and all users. Customise which stats you see and where you see them.

## Multiple dashboard access

Publish dashboards to multiple locations within the system and to multiple roles – the same location can display a different dashboard depending on the user's role/access level.

## Wallboards

Create dashboards that can be accessed via a URL, allowing remote monitoring of stats without the need to log into the system. Also useful for web enabled TV/monitors in contact centres to display stats & info.

## Schedule Reports

Ensure everyone get the reports they need hourly, daily, weekly or monthly with our advanced reporting scheduler.

## Simple campaign, team & user assignment

Easy user interface which clearly displays where each user, team and campaign is assigned.

## Custom reporting

Build your own reports based on any and all of your data, with the ability to add rules to control what you see on each report you produce.

## Real-time fully customisable dashboards

Produce colourful, informative dashboard displays for specific users via the easy to use drag & drop design page. Produce dashboards for the floor displaying multiple configurations – users, teams, lists & campaigns. Allows the combination of inbound & outbound stats to be displayed as well as stats for all calls. With our dashboards, you are free to choose what statistics are displayed, who sees the statistics and how they see them. The ability to use brand colours and images helps quickly identify performance and management information.

## Agent time management

Complete control of breaks on the system for agents. Monitor and report on them in the reporting suite.

## Real time reporting

Monitor your metrics and KPIs from anywhere. Advance reporting capabilities that are easy to use and allow the scheduling to automate the process.

## Inbound Routing Alerts

Use inbound 'skill widgets' to alert staff when certain criteria are met; call in queue, average wait times and even SLA stats. The alerts can be visual, audible or both.



# Management & Reporting



## Revenue information

For clients who record and report on revenue stats, we have the option for agents to enter payments received to specific result codes. Allowing you to record, report and display revenue wherever you need.



## Priority dialling

Import data via an API and call a number within 30 seconds to ensure you are the first to contact the most valuable leads.



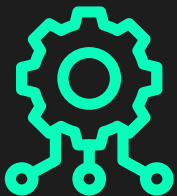
## Complete list admin

Manage data in a simple, clearly displayed way. Import data with ease, move data between lists to manage leads, full monitoring of history and much more.



## Complete auditing

View 'who did what' in any area, at any point on the system at any time.



## API integration

Web based enquiries seamlessly move into the dialler allowing agents to receive the information and contact the customer.



## Data management

Move or suppress data from list to list, using any information collected through scripts or imports.



### **Workflow process**

Seamlessly allows agents to send out e-mails/ SMS messages or setting up a follow up call on another campaign. Customers details are included to give them a professional customer journey which improves retention and acquisition.



### **Data forever**

We never delete your data, so you can report on it forever, allowing for big data trend analysis.



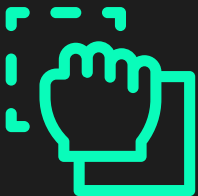
### **CRM integration**

Option to use your own CRM system instead of or in conjunction with our bespoke scripts.



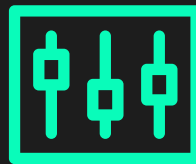
### **Bulk user upload**

Create new users by uploading them via a CSV file, rather than manually creating new users.



### **Drag and drop custom scripts**

The script manager allows simple drag and drop creation of elements meaning you have full control of what goes into them. Validation and branch logic allow you to create scripts so that agents can react to questions, deal with objections and guide the client to the best outcome.



### **Customisable roles and access permissions**

Control who sees what on the system with simple role assignment. Customise all permissions to create multiple, bespoke roles to your business.





### Recording splitter

For customers who need to send proof of compliance to their clients. We have a simple tool which allows manual or automated call recording splitting enabling you to download and send for compliance checks.



### Tagging

Our unique tagging system allows you to limit the view of everything on the system. This means that if a user, no matter the role, isn't 'tagged' into specific information, they won't see it within the system.



### GDPR compliance

Locate, edit or remove a leads information on the system on one simple page.



### PCI-DSS Agent SafePay

Our agent safe pay feature allows agents to take payments without viewing or hearing the card digits of the customer. The customer will use DTMF tones via their keypad to transmit the card number, expiry and CVV.



### Password policy

Allows you to set configurable password plans that can be associated to user roles. This, in turn, allows password policies to be restrictive based on the sensitivity of the permissions associated with each role.



### Single Sign-On

Enable SSO for one secure log in across all the MaxContact applications.

**For more information about**

**OmniSense**

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