



## Campaign Automation – Advanced Strategy Management – Compliance Rule Enforcement

### Feature Highlights

- Advanced Strategy Management
- Enterprise Campaign Control
- Campaign Automation
- Account-Level Actions
- Phone Rotation
- Best-Number-To-Call
- Treatment Targeting
- Intra-Day Control
- Champion / Challenger Testing
- List Sharing
- Enterprise Campaign Control
- List Automation
- Compliance Enforcement – Legal, Marketing, Regulatory
- Multi-Dialer Support
- At-A-Glance Status Viewing and Management
- Business Continuity
- Scalable, High Performing, Flexible

*And More!*

Today's credit crunch has led to a tidal wave of delinquencies that no company is staffed to handle. Meanwhile government bodies at all levels are writing legislation to limit call volume and frequency. Dialer administrators are expected to manage this increasing complexity and keep generating customer contacts with the same resources they've always had.

Clearly the consumer credit industry faces one of the most challenging times in recent history.

We believe you can not only survive, but thrive in this environment.

By leveraging proven processes, technology and automation, you can centralize list and campaign management, while executing advanced phone and recall strategies to enhance your overall campaign performance. Our commitment to our customers' success is why some of the world's leading companies trust ALI Solutions ("ALI").

### OnQ™

Our patented OnQ solution is the foundation of the Intelligent Contact™ Suite. OnQ automates and centralizes campaign and policy management while ensuring call rule compliance. OnQ is instrumental in achieving corporate objectives for outbound calling efficiencies and effectiveness, while optimizing agent resources. With a ten-year record of delivering innovation in call center operations, OnQ is the solution of choice for lowering your cost to collect and improving contact tracking.

- **Centralize Campaign Management** – Improve program effectiveness by managing business logic and dialing strategies in one location.
- **Effective List Penetration** – Leverage contact strategies based on segmentation rules to deliver optimal penetration rates while maintaining overall dialer efficiencies.
- **Call the Right Number at the Right Time** – Apply the best strategy to each campaign, improving collections rates and overall agent productivity.

### Improved efficiencies – doing more with less:

- **Optimal Call List Management** – OnQ resides upstream from your dialers and holds all of the day's calling lists. It primes each campaign with a few records to start the day. Once dialing starts, OnQ sends small

batches of records to each agent. As they make calls, OnQ will replenish the list. This allows the flexibility to modify the calling strategy mid-day without having to stop and start the campaign.

- **Campaign Control** – OnQ provides precise control over intensity levels by allowing users to share multiple lists within the same campaign. The ratio of calls made can be managed in increments of a single percent. This lets you maintain efficient scale for your dialer campaigns while applying a unique treatment to each part of the list.
- **Workload Balancing** – OnQ lets you share work across dialers, leveraging available resources wherever they are located. When a dialer fails or a center closes, work can be instantly shifted to another dialer, keeping all accounts in play. Agents spend less time waiting for calls and more time talking to customers.
- **Strategy Scheduling** – OnQ users can easily create sophisticated, account-level phone rotation and recall handling strategies. These strategies can be scheduled by hour of the day. Rules can be applied that place limitations both on the number of calls made and the phone number rotation sequence, resulting in maximum Right Party Contacts.
- **Strategy Testing and Validation** – OnQ enables bias-free Champion/Challenger testing. New strategies can be compared to each other to determine which performs better prior to implementing in production. This is a "true" comparison – lists are called by the same agents, in the same campaign, at the same days and times – with only the strategy you are testing left to vary between the lists.
- **Compliance Enforcement** – List segmentation, campaign strategy, phone rotation, call limitations – all these can be managed across all of your dialers from within the OnQ interface. This simplifies the deployment of new strategies while ensuring compliance with corporate and regulation policy constraints.

## Proven Solutions Driving Profitable Contact Centers

- 8 of the World's top 10 Financial Institutions
- 10 of the top U.S. Credit Card Issuers
- 12 of the top 20 U.S. Auto Finance Companies
- 4 of the top Processing Centers
- Top U.S. Telecommunications Companies

**Deployment to ROI  
in under a year**

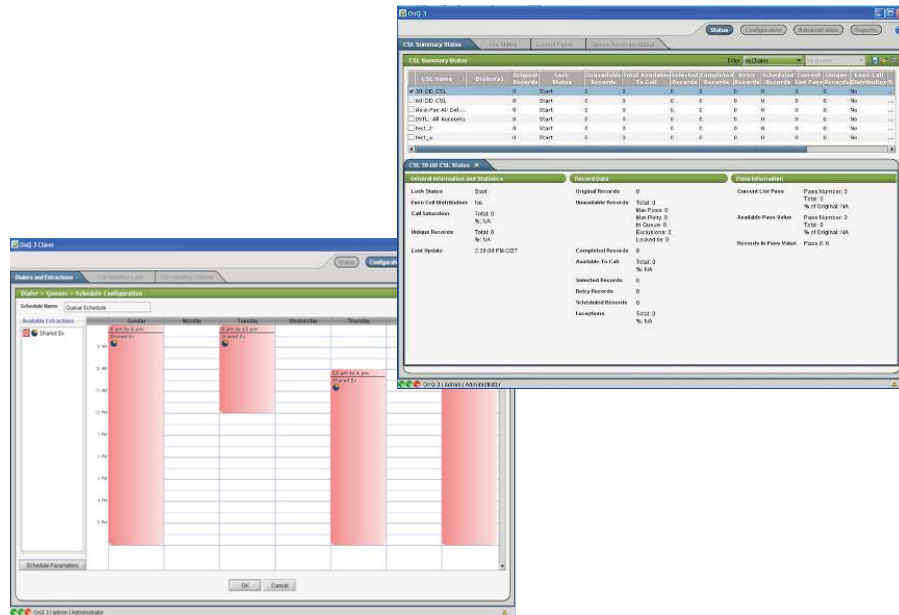
## Taking Campaign Management to the Next Level

Our contact optimization solutions help organizations interact effectively with their customers by accurately predicting their behavior and response. With this knowledge collection organizations can build the best strategies and implement the most effective actions – across the customer lifecycle from first use of credit or services through to collections.

- **Campaign Automation with Intraday Adjustments** – Schedule an entire week's campaigns in advance and watch them run. Apply new strategies and shift work between campaigns in real time.
- **Pacing Changes** – OnQ constantly monitors the status of each campaign. If staff levels, connect rates or inbound volumes change, OnQ adjusts the volume of records it is sending to a campaign to match the change in demand.
- **Skip Tracing** – Configure OnQ to send accounts out for skip tracing based on call results. Get a new number back the same day and continue dialing on the account
- **Multi-Dialer Support** – Connect a single instance of OnQ to different dialer brands and versions. Share work even across dialer types.

- **Reports** – Track campaign performance as well as activity on individual accounts and phone numbers. Write custom reports against OnQ's open database as needed.
- **Customizable Interface** – Create and save status screen views that show you the information you need most.
- **User Security** – Give each user access to only the areas necessary to do their jobs.
- **Control Panel** – Override campaign settings mid day to increase the flow of records to the dialer, limit penetration or open records up for additional attempts after quotas have been met.
- **Detailed Logging** – OnQ captures every action taken to allow auditing of account treatments and configuration changes.

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## About ALI Solutions™

ALI Solutions provides event-based analytic decisioning applications that empower consumer financial services organizations to preemptively manage risk and improve profitability. ALI's solutions automate the fusion of transaction data with third party data sources to dynamically execute credit, fraud and collections policies that solve immediate business problems while easily adapting to future industry challenges. For over 16 years many of the world's most successful companies throughout North America, the United Kingdom and the Asia Pacific region continue to choose ALI because its applications are proven to help businesses mitigate losses while delivering millions of dollars in bottom line benefit.

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