



Enghouse
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From Campaigns to Conversations: Modern Outbound CX with Elsbeth

VISION
20XX



What is Elsbeth?

- 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.

Why choose Elsbeth for my company?

- 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.
- ELSBETH easily integrates into your existing IT environment offering open APIs.
- Maximum ease of use with minimal training.
- Optimal use of available resources with time and cost savings thanks to predictive dialling.
- Highly compliant: ELSBETH complies with all national and international regulations and industry standards.
- Over 20 years of experience & success in dynamic outbound marketing.



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Just out – versions 12

What was new in ELSBETH this year?

Call screening detection

Call screening may become a frequent occurrence for outbound calls to mobile phones – and too many valuable customer conversations are ending before they ever begin. This feature is a counter to this new development in the marketplace.

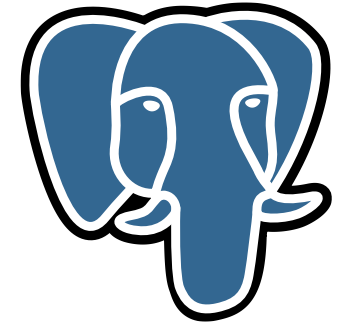
With call screening pattern detection, the dialler recognises a call screening announcement as it happens. Instead of classifying the call as an answering machine and dropping it, the platform takes a smarter route: the call is immediately passed to a live agent.

That means screening is no longer a dead end.

By putting a real person on the line, agents can navigate the screening flow, articulate the reason for the call, and secure permission to continue, preserving the opportunity to speak directly with the customer.

PostgreSQL support

Microsoft SQL Server is the largest driver of third-party costs for cloud hosting and on-premises deployments. With this release, Elsbeth can use the open-source alternative PostgreSQL.



The product will support both options going forward, including for on-premises deployments. On-premises customers can choose to stay with SQL Server to protect existing investments.

We provide a migration tool that migrates PowerContact databases from SQL Server to PostgreSQL and vice versa.

Save import configurations in the database

Enable users to save contact import configurations when uploading data into a campaign. Saved configurations will be tied to specific campaigns and stored directly in the database.

This allows central management and shared reuse of import configurations.

The screenshot shows a software window titled "Import contacts". Inside, there's a section "Select data source" with the instruction "Select the data source of the contacts to be imported." Below this are two buttons: "Load configuration from file" and "Load configuration from campaign". A sub-dialog box titled "Select data source" is open, showing four radio button options: "CSV" (selected), "Excel 2007", "Excel 97-2003", and "OLE-DB connection". Below the radio buttons are a "Culture" dropdown menu set to "English (United Kingdom)", a "File / Connection" text field, and a checked checkbox "First row contain column headers". To the right of the checkbox are "Options" and "Show data source" buttons. Below the checkbox is a "Select the target address list" section with a dropdown menu and a "New address list" button. To the right of this is a "Value for boolean fields" section with two dropdowns: "Value for 'Yes' / 'True'" set to "Yes" and "Value for 'No' / 'False'" set to "No". At the bottom of the window are "< Back", "Next >", and "Cancel" buttons.

Explicit handling of non-concluded contacts

If calls are not concluded by the agent (e.g. web browser window closed, windows client lost connection or crashed), **the contact is not being released but instead converted into a Same Agent Callback with an additional flag showing that it's a non-concluded contact attempt.**

Agents can then pull those contacts via the Same Agent Callback dialogue in the Client and reattempt wrap-up, possibly without starting a new call.

This prevents contacts from being called again after connection terminations because the processing status was not saved.

AI-based Answering machine detection

We have added the Aculab AI-answering machine detection technology into Elsbeth.

Using a locally-hosted model, AI is added to the built-in Elsbeth AMD technology. This can be enabled/disabled per CPA level.

This requires separate licencing.

QMS integration

Elsbeth is now integrated with QMS.

Recordings continue to be made by ECM, but can now be pushed into QMS, with metadata, for further processing and archiving.

This allows Elsbeth customers to access all advanced QMS features, such as SmartQuality, plus allow customers with other Enghouse products, such as a Contact Center, to access all of their call recordings in one place.

Important: this feature works with older PowerContact versions – customers are not required to update EPC!



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Up next – version 12.1

What are we planning for next year?

Web Administrator

We're working to replace the Windows client-based Administration tool with a web-based version.

Given the size of the task, this will be released in stages.

The screenshot displays the 'Elsbeth Administrator' web interface. The left sidebar contains navigation links: 'Campaigns' (selected), 'Address-DB', and 'Administration'. The main content area is titled 'Campaigns / Germany' and includes a 'Campaigns' dropdown menu. Below this, there's a table with columns: Name, Description, Type, Status, and Call Centre. The table lists various campaigns, including 'Europe', 'Austria', 'Germany' (selected), 'Outbound telephony [Outbound Service]', 'Inbound telephony [Inbound Service]', 'Great Britain', 'Italy', and 'North America'. The 'Germany' row is highlighted in blue. The interface also features a 'New campaign' button, a 'Delete campaign' button, and a search bar.

Name	Description	Type	Status	Call Centre
Europe				
> Austria		Telemarketing	Active	< all call centres >
> Germany		Telemarketing	Active	< all call centres >
Outbound telephony [Outbound Service]		Outbound service	Active	< all call centres >
Inbound telephony [Inbound Service]		Inbound service	Paused	Call Center
> Great Britain		Telemarketing	Paused	Call Center
> Italy		Telemarketing	Active	< all call centres >
> North America				

Development snapshot – subject to change

Support for Client Extensions in Web Agent

To match the extension capabilities of the Windows Agent client, we will add support for Client Extensions to the Web Agent client.

Compliance enhancements

Features to enhance the compliance adherence.

- **Prevent excessive manual redials of phone numbers by agents**

Introduce a safeguard to prevent agents from manually redialling the same phone number from an open contact record. This control addresses the issue of excessive or repeated call attempts, which can be perceived as nuisance behaviour and may result in the calling number being flagged or blocked by telecom networks.

- **Remove override in Campaign End Mode for rescheduling settings**

This update removes the ability for the campaign end mode to bypass rescheduling settings. All campaign end behaviours will now fully comply with the configured rescheduling rules to ensure predictable and consistent execution.



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Thank you