

Automate Do Not Call management for manual call functions.

Call Advisor service from Bell

With the Do Not Call Registry now in effect, businesses that rely on the telephone for outbound marketing must ensure they meet regulatory compliance requirements or risk exposure. In order to adapt to the new environment, reduce liability and protect their brand, many organizations are turning to industry partners such as Bell to implement centralized, proven solutions.

The solution

Call Advisor™, part of the Do Not Call service portfolio from Bell, was developed expressly to support business development professionals who place manual calls. Call Advisor service automatically checks every dial attempt against Do Not Call restrictions, including verification against National subscription, internal lists and, if you also subscribe to Exemption Advisor™ service, against your exemptions. Call Advisor automatically adjusts for time zone and daylight savings time.

Features

The service features an easy-to-use voice-prompted interface that allows you to instantly add company-specific internal Do Not Call requests to the hosted database. You can also create customized touchtone command keys to track the outcome of every call completed.

Call Advisor is a robust, hosted solution that we can configure to your environment based on your preferences and data. You then have the freedom to manage Do Not Call data, network access and permission levels through an easy-to-use Web interface. You can also track detailed call activity for agents, as well as review summary and detailed activity.



The service also includes online user training materials, and three-year archiving of detailed call data.

Toll free service from Bell is a prerequisite to Call Advisor. Integration to the Call Advisor application allows the voice response service continuous tracking and real time updates.

Other Do Not Call service offerings from Bell include:

Call Search™ service - A cost effective solution for Do Not Call and call curfew blocking, delivered anywhere an Internet connection and computer are available. Extensive reporting and productivity management tools complement the service.

Guardian™ service - A high-powered, hosted contact compliance application, designed for today's high-volume call centres that use automated dialing devices. Guardian delivers full search, certify and modify functionality.

The Bell logo, consisting of the word "Bell" in a bold, blue, sans-serif font.

Exemption Advisor service - Available as an optional feature to the above services. Exemption Advisor manages your company's permissible exemptions. Create a quantifiable competitive advantage by increasing your pool of prospects and sales opportunities.

Complementary services - Professional services including readiness assessments.

Benefits

- Avoid costly penalties
- Ensure customer contact practices are consistent with compliance policies
- Protect your customers and your brand integrity
- Improve employee efficiency and productivity
- Reduce administration time and costs

- Track and monitor of call activities for improved quality control
- Lower infrastructure costs

Why Bell?

Bell is a Canadian leader in converging information, communication and technologies (ICT) strategies to help enterprises improve business performance, speed time-to-market, and realize complete peace of mind. The foundation of our world-class ICT infrastructure is a high-powered reliable network backed by a multi-disciplinary team of experts. Our highly-skilled professionals offer diverse expertise in business process assessments, as well as solution design and deployment across a wide range of industries. Bell solutions and services can be customized to meet industry-specific needs and the business demands of today and the future.

Call Advisor example

The screenshot shows the Bell Call Advisor interface. On the left, there are filters for Report (Call Summary), Level (Client), Client (ABC Company), View By (Region), and Calc (Normal). A date range is set from 11/10/2008 to 12/12/2008. There are checkboxes for 'Show No Activity' and 'Show Active Only', and a 'Run Report' button. The main area displays a table with columns: +Region, Calls, Contacts, Actions, EBR, Total Time, Avg Time, DNC Hits, %DNC Hits, DNC Adds, and %DNC Adds. The data is as follows:

+Region	Calls	Contacts	Actions	EBR	Total Time	Avg Time	DNC Hits	%DNC Hits	DNC Adds	%DNC Adds
TOTAL	14	0	0	0	00:00:00	00:00:00	10	71.43%	3	0.00%
Saint-John	14	0	0	0	00:00:00	00:00:00	10	71.43%	3	0.00%

The above image provides an example of the richness of the call tracking. The Call Summary report, one of the many reporting tools, provides a detailed view of call activity by region, as demonstrated, as well as by user, office, or corporate level.

For more information visit bell.ca/enterprise, or request to be contacted by a Bell representative at bell.ca/contact-enterprise.

