



## USAN Contact Suite and Amazon Connect Outbound Campaigns

A Customer Success Story



A multi-national automotive manufacturer was struggling to achieve their outbound collections and customer notification goals using their legacy outbound solution. Their outbound system was inefficient, difficult to manage, and lacked the innovation needed for the future. They struggled to easily access their business data which hindered their ability to monitor and analyze the business performance they needed for decision making. They needed a system that offered an open data model that could drive actionable reports and rich analytics.

The leading automotive brand required a flexible cloud contact center solution with a roadmap that met their needs today and in the future. They selected USAN as their partner to design and deploy an end-to-end CX solution featuring Amazon Connect, including outbound campaigns, and USAN Contact Suite.

Ultimately the goal of the automotive manufacturer was to deliver high-quality, high-touch communications with their customers while maintaining compliance and respect and improve overall agent efficiency.

The combination of Amazon Connect and USAN Contact Suite for advanced campaign management helped them vastly improve their outbound calling performance and exceed their overall business objectives.

### THE SOLUTION CONSISTS OF:

- **Amazon Connect** omnichannel contact center platform
- **USAN's unified Agent Desktop** for blended inbound and outbound calling activity with screen pop and automated workflows, all integrated with existing systems
- **Outbound calling features** that include:
  - **Auto Dial** for customer notifications and early-stage collections for automotive loans and leases
  - **Power Dial** for compliant, agent-assisted collections
  - **Dynamic list processing**, including multi-number best time to call and specialized time of day and day of week rules
  - Ability to run **multiple, concurrent campaigns**
  - **Configurable call dispositioning** with unified cross campaign logic for inbound and outbound
  - **Dispositioning logic** based on telephony results (busy, ring no answer, invalid number)
  - **Advanced retry logic** supporting call exclusions and time zones

### ABOUT USAN

USAN is a pioneer in cross-channel communications and cloud deployments, helping companies engage customers with the industry's best cloud-based contact center solutions. From advanced self-service, outbound dialing, and unified agent desktop, USAN's portfolio of contact center applications provides companies flexibility in the way they communicate with their customers across channels.

To learn more about USAN Contact Suite [click here](#).



- Public Sector
- Solution Provider
- Amazon Connect Delivery
- Public Sector Solution Provider

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