

# Sharpen Outbound

Reach More Customers with AI Automated  
Outbound Campaigns



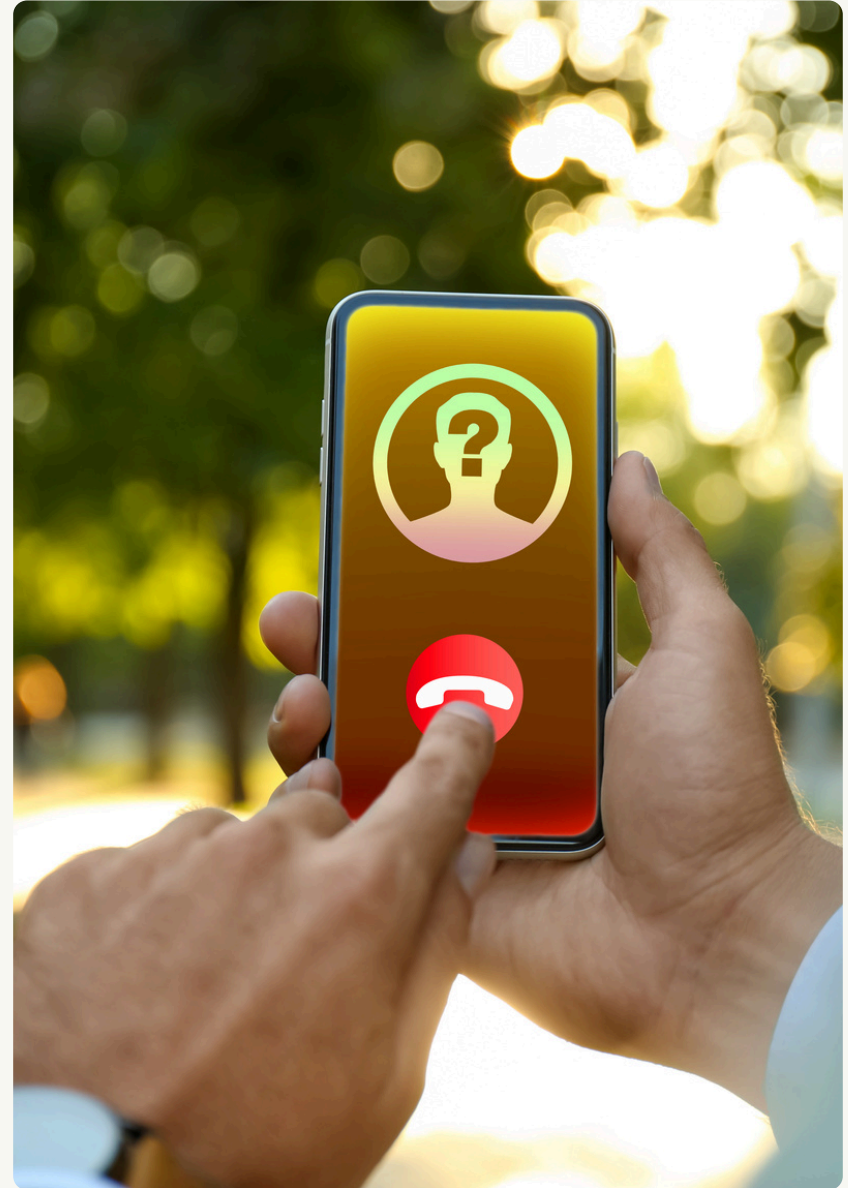
# The auto-dialer dilemma

Your customers won't answer if they don't know who is calling.

A staggering **97% of consumers** reject or ignore phone calls from numbers they don't know. Outdated auto-dialers have trained us to ignore phone calls from numbers we don't know.

Even as they've progressed to mimic our area codes or appear familiar, your customers are smart and have caught on to these tricks.

**In today's hybrid world, you need a next gen solution to communicate with your customers.**



# That's why we built Sharpen Outbound

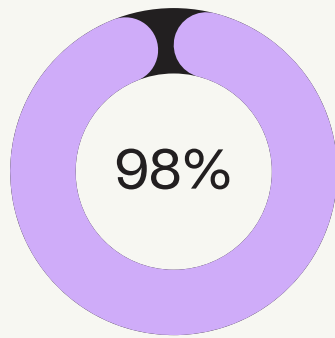
An automated omnichannel  
outbound tool to make your teams  
more efficient and to create a  
better customer experience.

Our Agentless capabilities use logical sequencing  
and AI to let you create fully automated  
experiences for your customers on any channel, so  
your agents can focus on pre-qualified  
interactions and your customers can self-serve  
when it suits them.

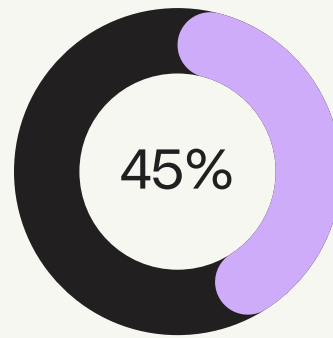


# The best part:

We set out to help you communicate with your customers the way **they** want to communicate.



of customers open an SMS in the first 5 minutes



of those customers reply

A few ways you can use outbound:

- Automate phone calls, texts, and emails to send your customers appointment reminders
- Ask customers to pay their bill
- Get customers to opt-in for deals & promotions
- Collect feedback with CSAT surveys



# How it works in your contact center or sales environment

Sharpen outbound is built to fuel proactive customer service outreach and to take your sales campaigns to the next level - with more impressions and higher conversions.

## **Build lists & assign campaign groups**

Import customer data to create targeted campaigns. Then, communicate with your customers however they'd like. You choose the timing and channel for each step in your campaign, including Agentless communication.



# Agentless communication

Agentless capabilities let you create completely automated experiences using every channel. Kick off a campaign cadence with an SMS/MMS, phone call, or email, then use pre-crafted interaction flows (with Sharpen Logic+) to automatically route your customer to the right place.

If a customer responds to your outreach, agents can offer the same level of service and fast response as they would to an inbound customer. The customer will get dropped into an associated interaction flow and prompted to either self-serve or speak with an agent.

Your agents spent less time waiting around in a queue for customers to (hopefully) answer outbound outreach, and more time handling interactions for customers and prospects who actually need help.

Using Agentless, you can trigger SMS/MMS, emails, or phone calls to an entire list. Or, you can send a one-to-one reminder to a customer at a specific moment in their experience, like when their Invisible Fence® Brand technician is on the way.

Days: Everyday

Timezone: (Currently GMT -05:00) - Eastern Time

Choose a Start and End Hour Below

00	01	02	03	04	05	06	07	08	09	10	11
12	13	14	15	16	17	18	19	20	21	22	23

Start: 2:00am End: 7:00pm Range: 17hr

Step 4: Build Cadence

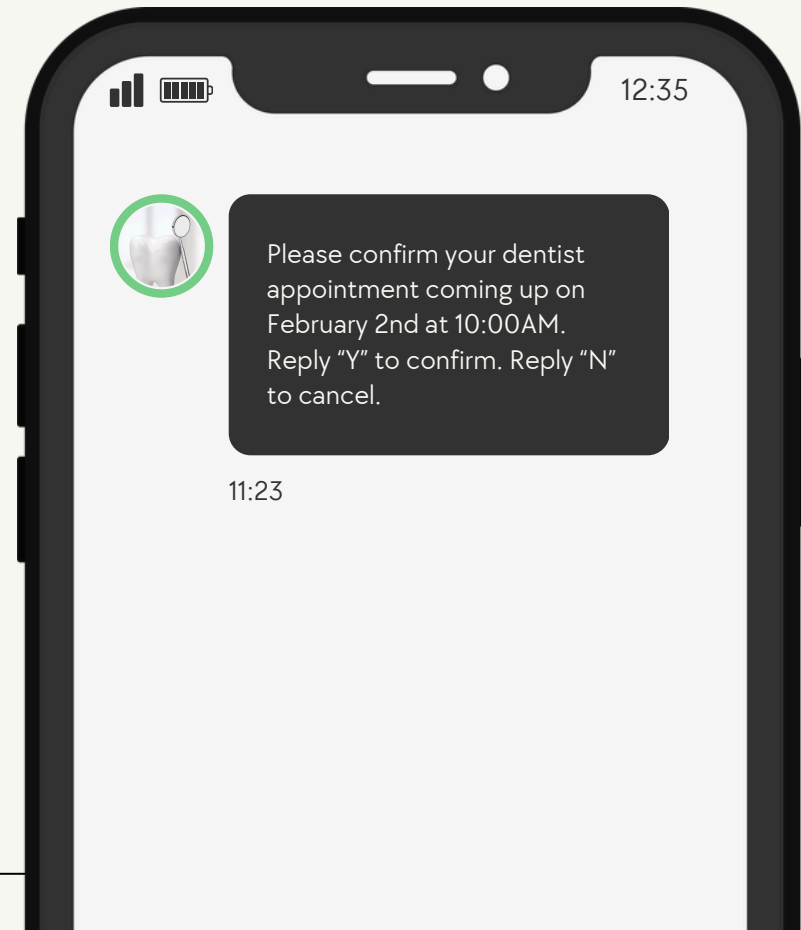
If no disposition, default to: qualified

Step1 - Preview Dial (Points: 5, Action: Phone Call)

Delay	Delay Unit	Delay Method	qualified	noAnswer	bounce	Voicemail Left
0	Days	Fixed	Payment	Step2 - Agentless	Step2 - Agentless	Step2 - Agentless

Step2 - Agentless (Points: , Action: Agentless, Logic ID: Appt Reminder Logic)

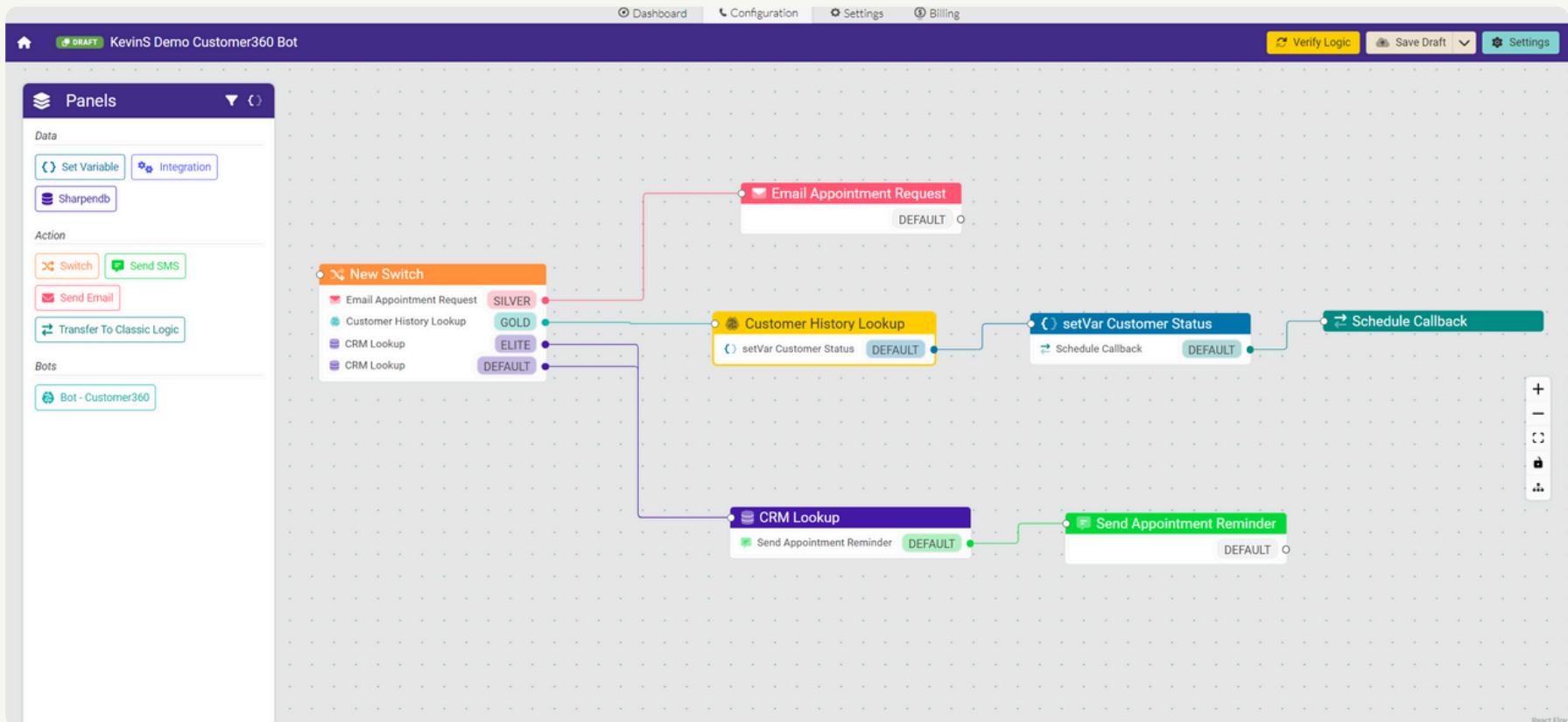
Delay	Delay Unit	Delay Method	qualified	noAnswer	bounce	Voicemail Left
0	Minutes	Fixed	Step 3 - Another Pre...	Payment	Payment	Payment



# Logic+: a no-code/low code builder

Your campaigns use a drag-and-drop builder, Sharpen Logic+, to route interactions and visualize your customer paths. With Logic+ you aren't tied to a single channel when you build outbound campaigns. Your cadence can start with an email, switch to Agentless, and finish with a phone call. You choose how to communicate with customers and what information to give them at each stage of your outbound campaign.

**The best part about Logic+:** you don't need to be a coder or have advanced coding knowledge to be able to use it. Logic+ is intuitive and user-friendly, so you'll be able to spin up your outbounds in no time.



# Sharpen Insights gives you real-time data at your fingertips

As you build more campaigns, you can turn to Sharpen Insights to learn what resonates with customers. Track metrics like:

- Conversions
- Response rates
- Total impressions

Get ultra-specific and see how many interactions flow through agentless campaigns or how many times your agents have to intervene. Use Sharpen's custom reporting and dashboards to visualize exactly what's happening with every campaign, so you get a clear picture of your customer experience and agent workload.







“People cannot be tricked into answering the phone anymore. It doesn't matter that a dialer has X connection speed or can make Y number of outbound calls. None of that matters if people are not answering the phone. With 98% of text messages opened in the first 5 minutes and a 45% response rate, we built OmniOut to reach consumers where they want to be reached.”

**- Kevin Schatz, CTO Sharpen**

## About Sharpen

As your partner in performance, productivity, and empowerment, Sharpen delivers better outcomes: better outcomes for customers, agents, and your business. Our contact center platform is intentionally designed and masterfully engineered for a seamless, intuitive experience across the board for a CX difference you can see—and feel.

[www.sharpencx.com](http://www.sharpencx.com)