



Assono CAR

Calls, Answers and Reports



Phone campaign management for small enterprises and marketing departments

Overtake Your Competitors!

These days more and more profit-oriented enterprises realise that in most areas of business life they can only stay ahead of their fierce competitors and achieve success if they offer high-quality, customer-oriented services. As a consequence they are looking for professional software products, systems and services to cater for the needs of their specific activities and processes.

How well acquainted are you with the opinion, needs and problems of your partners, customers and suppliers?

Let us help you!
The solution is:
Assono CAR

Telemarketing, public surveys and PR-tasks made simple, easy and cost-effective.

Assono CAR is a browser-integrated, easy to use and favourably priced intranet application supporting telemarketing and PR tasks. Its price, platform-independence and user-friendly interface make it an ideal solution for the PR and marketing departments of both small and medium/large enterprises. There is no need for costly call centre/contact centre systems, previous experience in telemarketing or for an employee trained in telemarketing. All you need is your own pool of qualified work force.



Wide scope of application

- Phone market research
- Telesales
- Public surveys
- Customer satisfaction assessment
- Event organizers' tasks
- Database compilation, streamlining and maintenance
- Sales force time management
- Management of medical appointments and patient lists
- In the hotel industry: tracking of previous guests
- Receivables management and collection
- Pre-launch assessment of new services and products
- Customer service/helpdesk
- Project monitoring, work process supervision

Whatever your reason for making outgoing calls involving pre-defined questions, calls are made quick and easy thanks to the Click-To-Call feature, responses are recorded easily, and response statistics can be compiled and exported for further processing in a few easy steps.

Simple structure

Your employees (i.e. users) making the phone calls can access the Assono CAR application through a browser interface. The application itself runs on the corporate intranet system.



This campaign management tool can be used by one operator only, but it also supports the simultaneous or scheduled work of multiple users (operators, agents) under the direction of a supervisor. The supervisor can compile the questions in an Excel table and can even define the set of answers or prepare a list of multiple choice answers for each question. The call list can be generated easily in another table (containing names and phone numbers), complete with the date and time of

calls if necessary. Call lists can be linked to employees (operators) so that they can see a schedule of their tasks and call lists for the day after they have logged in.

Your data are completely safe

One of the most valuable assets of companies is their buyer and client database that they have, at great expense, painstakingly compiled over the years. Assono CAR runs on the company intranet, which means your databases, questions, responses and statistics are safe.

Fast and simple call management and call cost minimization

You don't need an expensive call centre/contact centre to use Assono CAR. All you need is one IP (SIP) telephone* per operator that can be connected to any SIP-compatible PBX or VoIP access provided by a carrier.

Date	Time	Name	Phone	Address	Status	Notes	Questionnaire
2013-03-06	00:00:00	Mr. Margaret Butler	916174779	9156 Miami, Main Street 123	Open		Record
2013-03-06	00:00:00	Mrs. Molly Gregory	916110000	9156 Orlando, Outer Street 34/B	Open		Record
2013-03-06	00:00:00	Mr. David Hawley	916110000	9156 Houston, Outer Street 4	Open		Record
2013-03-06	00:00:00	Craig Kandarbar	916110000	9156 Boston, Murray Drive 983	Open		Record
2013-03-06	00:00:00	Daniel Taylor	916110000	4578 Atlanta, Kelly Ave 45	Open		Record
2013-03-06	00:00:00	Bryn Kelley	916110000	8782 Chicago, 22nd Street 21	Open		Record
2013-03-06	00:00:00	Angela L. Collins	916110000	881 Detroit, North Drive 4	Open		Record
2013-03-06	00:00:00	Robert Mitchell	916110000	5245 Vancouver, Street Drive 9	Open		Record
2013-03-06	00:00:00			4402 New York, 22nd Ave 5, Floor 4	View		Record

As the system is carrier-independent, you can pick your favourite carrier. Or, if you are using a PBX, you can have a choice of several carriers and your operators can automatically use the cheapest carrier for their individual calls**.

All the operators need to do is click on one of the phone numbers assigned to the names in the call list and the call is initiated automatically (Click-To-Call).

To every single name as many as 10 numbers can be assigned, so if the called party does not answer at one number the operator can choose from the other numbers listed for that name. If there is no answer or the other party requests to be called again at a later time, the call can be scheduled with a few mouse clicks.

Call jobs can be flagged in several ways. Their status can be “completed” (successfully or unsuccessfully or

* Supported phone models: Aastra 673xi and 675xi

** Using the Least Cost Routing setting – please contact us for further details

with any other, freely definable status) or “pending”. Completed calls are hidden from the call list (but can be recalled from the database any time), so the operators can focus on the tasks ahead of them.

Flexible questionnaires

The number and type of answers to individual questions (one or more possible responses, yes/no, short answer etc.) can be adjusted for each question.

Name	Phones	Addresses	Notes	Tasks
Ms. Margaret Butler	926217079 9584649	9754 Elm St. Main Street, 211 9705 De Jando, Outer Street 3478		

Question	Answers	Notes	Tasks
Do you consider climate change a threat?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I haven't really thought about it yet		
Would you accept sacrifices (e.g. pay more for electricity, reduce amount of driving) to fight global warming?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I haven't really thought about it yet		
What makes sense (economically, politically, personally)?	<input type="checkbox"/> Solar power <input type="checkbox"/> Wind energy <input type="checkbox"/> Clean coal <input type="checkbox"/> Saving energy <input type="checkbox"/> Bio-fuels <input type="checkbox"/> Nuclear power		

Instructions and remarks can be added for operators (e.g. “If the response is ‘No’, skip the next question.”).

Notes can be added to responses and also appear in the statistics.

Assignment of call jobs

A single operator can be assigned to one or more campaign and call list on any day. If there are more than one operators working simultaneously, the supervisor can divide the call lists and the different, but parallel campaigns by assigning a single operator to one or more call lists on any day. In case the supervisor assigned more than one call lists to a single operator, that operator can choose from more than one call lists after logging in. (One operator can only work on one call list at a time, and one call list can relate to one campaign – set of questions – only.)

Results, statistics

At the end of the working day or of the call job the evaluation of the answers and of the call job itself can be completed with one click and the database can be saved into an .xls file.

Location-independent use

Owing to the VoIP technology and the browser-based operation Assono CAR supports work from remote locations, which means it is an ideal solution for remote workers or for those who work from home.

Functions and features

- Call initiation with one mouse click (Click-To-Call)
- One or more simultaneous operators/agents/users (max. 10 operators simultaneously)
- One operator can manage more than one campaigns (one campaign at a time)
- Import campaigns (questions) and call lists from a .csv file (e.g. MS Excel)
- Export call results to .xls format
- Flexible questionnaire setups
- Call job scheduling
- Calls can be rescheduled by the operator
- Instructions for the operator can be assigned to questions

Questionnaires



Questions per questionnaire: max. 15
 Answers per question: max. 10
 Number of remark/instruction fields: 1
 Length of remarks and answers: max. 150 characters
 Junctions supported: no

Call list

Phone numbers assigned to one name: max. 10
 Addresses assigned to one name: max. 3
 Rescheduling of calls to another time and date: yes

Efficiency

- No need to dial by hand
- Answers can be recorded quickly and simply
- Call jobs can be labelled freely (completed successfully, completed unsuccessfully, etc.)

Flexibility

- One system can manage multiple campaigns
- Call jobs can be rescheduled with a few mouse clicks
- Remote access (supports remote working)

Economy

- No need for costly call centres, one IP phone will suffice
- Call cost minimisation (Least Cost Routing, LCR)
- Favourably priced
- No user licence
- Can be used with free software (browser, Open Office)

Simple operation

- Completed campaigns do not interfere with the operator's view but can be revoked any time
- User-friendly interface

Technical requirements

Server

Minimum hardware requirements: standard server configuration (min. 2GB RAM, min 100GB HDD, network card)
Operating system: Linux or Microsoft Windows
Database: MySQL
Other software requirement: Web server (preferably Apache + PHP v5.0 or higher)

User PC

Minimum hardware requirements: Internet PC (min. 2GB RAM, 100GB HDD, network card, mouse, display /min. resolution: 1024x768/, keyboard)
Softver: browser (Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, Opera), suggested software for the automatic management of export and import features: Microsoft Excel, Open Office Calc or LibreOffice Calc

Telephone

Aastra 6730i, 6731i, 6735i, 6737i, 6739i, 6753i, 6755i, 6757i
Headset mode supported

VoIP connection

PBX SIP extension or VoIP access from a carrier (1 line/operator)

The network must be transparent for http and XML protocol. The telephone and the operator's PC should preferably be in the same LAN and VLAN. The IP phone of the operator is assigned by the system administrator to the operator's PC using the MAC address of the operator's IP phone.



Assono Hungary Telecommunications Ltd.
Rákos tér 34, HU-1142 Budapest, Hungary
Phone: +36 1 801 8500, Fax: +36 1 801 8501
E-mail: info@assono.hu, www.assono.eu