

# Outbound API

**Automated, interactive outbound calling helps businesses optimize outreach and enhance customer satisfaction.**



## Instant gratification.

**You're always first in line with total control over data and applications**

### **Drive customer retention with proactive communication**

Studies show it costs less to keep a customer than to win a new one. By proactively reaching out to customers on a regular basis, businesses can build loyalty, increase retention rates, and improve their bottom line. With Tellme's outbound application programming interface (API), companies enhance communication and streamline call center costs without sacrificing security or quality.

The outbound API allows businesses to initiate automated, interactive outbound phone calls, which customers can respond to using their voice or touchtone phone keys (DTMF). Whether it's alerting a customer to service changes or conducting a customer satisfaction survey, the Tellme outbound API can help enterprises stay ahead of the curve.

### **Intelligent and interactive call management**

By leveraging industry-standard VoiceXML (VXML) applications and the Tellme platform, the outbound API helps enhance outreach efforts. Businesses can launch more targeted marketing campaigns or accommodate different levels of customer support by changing system variables like the target phone numbers and the messages to be played. They may even choose to have a custom message play if a call is picked up by an answering machine, ensuring they always keep in touch with customers.

To build customer trust, businesses may opt to have their company name display as Caller ID on a recipient's telephone. Reminders to pay bills or activate credit cards can also help increase loyalty, helping customers shorten their to-do lists.

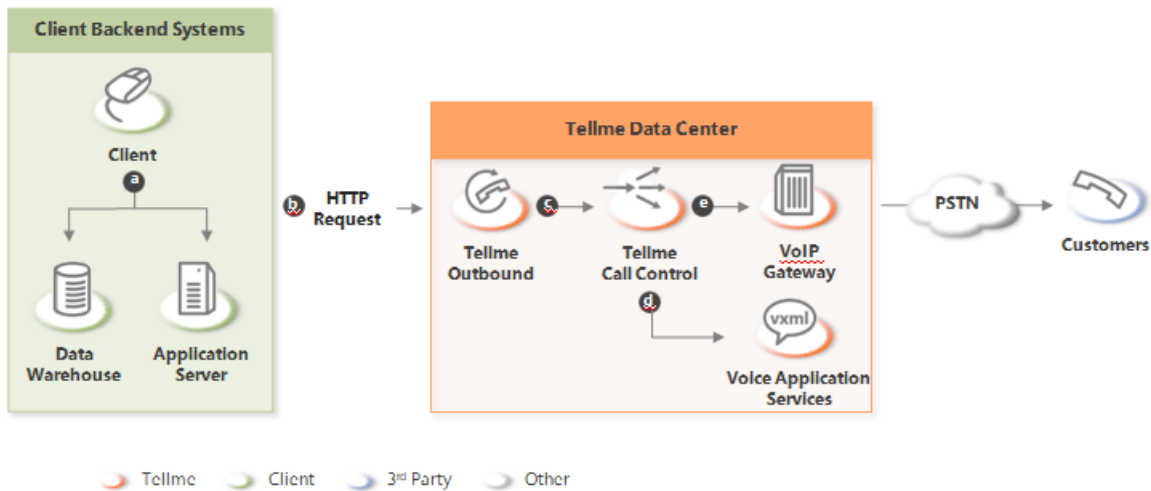


Figure 1 Tellme outbound call flow

### Sample Outbound Apps

- Send bill payment reminders
- Schedule and re-schedule appointments
- Alert customers about service changes
- Conduct customer satisfaction and market research surveys
- Announce limited-time special offers
- Report service interruptions, delays, or other problems

### Integrated and always connected for better outcomes

The Tellme outbound API can help businesses find the best ways to stay connected to their customers. By integrating with third-party scheduling and CRM applications, the system allows businesses to engage customers and prospects with targeted and interactive calls that increase participation and feedback. The results can be channeled back into customer databases to update records, provide useful metrics, and help make future outbound calling campaigns more successful.

The system also supports a variety of call status messages to help businesses determine the best way to contact customers in the future. If the customer line is busy, the application may want to try again later. Alternately, if the system detects a Special Information Tone (SIT), the company may want to try contacting that customer in person.



Learn outbound care best practices, see case studies, and request a demo of the Tellme Outbound IVR Service at [www.tellme.com/fall09](http://www.tellme.com/fall09)