

Intelligently Automating **OUTBOUND SALES & MARKETING**



Your path to
Intelligent Contact Center



Utilizing AI-Driven Analytics and Intelligent Automation to **TRANSFORM Outbound Sales and Marketing**

Improving connection rates, increasing sales, navigating complex compliance regulations like TCPA and DNC, and tracking ROI effectively are just a few of the hurdles for outbound sales and marketing teams.

Identifying high-quality leads from a vast pool is difficult, and standing out from the noise of constant sales pitches requires personalized, innovative strategies and manual processes lead to inefficiencies, delays, and missed opportunities.

Increase sales performance by **25%** and forecast accuracy by **50%**

Target Management

Interaction Management

Transaction Management

Knowledge Management

There's a SMARTER approach

OmVista iReach is an advanced outbound solution designed to intelligently automate your existing processes and 3rd party applications with AI-driven analytics and automation technologies.



Empowering outbound sales and marketing with **analytics and automation** for increased connection and win rates, regulatory compliance, and overall profits.

Target Management

SMART LISTS

- Automated Data Extraction
- Analytics-Driven Categorization and Profiling
- Automated List Distribution

Optimized and profiled lists increase connection and close rates, while eliminating costly manual work, delays, and errors, reducing expenses and increasing productivity.

Interaction Management

ANALYTICS

- Actionable Insights, AQA, and Compliance
- Sentiment, Trend, and Transaction Analysis
- Real-Time Guidance

Identify areas for agent training and performance improvement, increasing agent productivity and optimizing payroll costs.

META-ANALYTICS

- Relational and Correlational Analytics
- Impact Analysis
- Bottom-Line Actionable Business Value

Gain business intelligence and an understanding of complex sales and marketing issues to determine the best connection methodologies and packages to close sales.

Transaction Management

ACTION AUTOMATION

- Automation Based on Actionable Insights
- Back-Office Data Updates
- Integration and Data Exchange with Enterprise Systems

Establish enterprise-wide knowledge systems and automation that improve agent performance and effectiveness, and simultaneously reduce expenses.

Knowledge Management

LEARN AND IMPROVE

- Machine Learning
- Target Management and Interactions
- Business Intelligence
- Reports and Dashboards

A consistent, automated process that provides visibility across all levels and feeds valuable information, insights, and wisdom back into the outbound sales and marketing process for ongoing refinement.

OnviSource

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OmVista iReach

optimizes every step of the outbound sales and marketing process, helping companies **increase connection rates** while **reducing costs** and **improving productivity**.

Key Benefits

- **Avoid prospect overload** by Identifying high-quality leads for greater efficiency and effectiveness
- **Increase sales performance by 25%** with intelligent solutions from OnviSource that utilize AI-driven analytics and automation
- **Improve every step of the marketing and sales process** with targeted and optimized Smart Lists, advanced interaction insights that deliver bottom-line actionable business knowledge, and automated wrap-up tasks that keep agents focused on collection efforts rather than busywork
- **Ensure compliance across every interaction** to eliminate costly errors that can rack up huge fines, sinking your company's bottom line
- **Reduce overall expenses** when agents are more productive, best collection programs are automatically identified, and payroll costs are optimized.