

Tetherfi Campaign Manager (TCM)

Voice, Email, Social Media, SMS



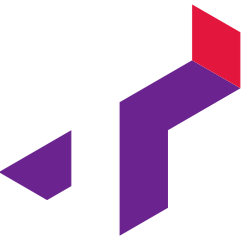
THE STRAITS TIMES

Singapore's **Fastest
Growing Companies**

2019

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Tetherfi Campaign Manager (TCM)



Tetherfi Campaign Manager (TCM) is a browser-based outbound campaign management tool providing intuitive control interfaces wherever manual intervention is required.

WE HELP YOU CLOSE MORE BUSINESS

TCM is not another “call center system provider”. We have learned to help companies do business on the phone, both inbound and outbound.

YOUR SOLUTION IS TAILORED FROM MODULES

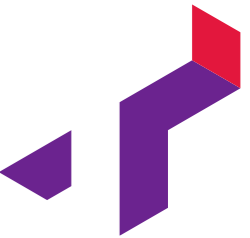
The most proper solution can be tailored for you. But this is done from well-tested “lego pieces” ensuring speed and reliability.

TCM TAKES END-TO-END RESPONSIBILITY

The software is developed in-house. Required changes are simple to get done. We also provide support & implementation. So no finger-pointing to the “next guy”.

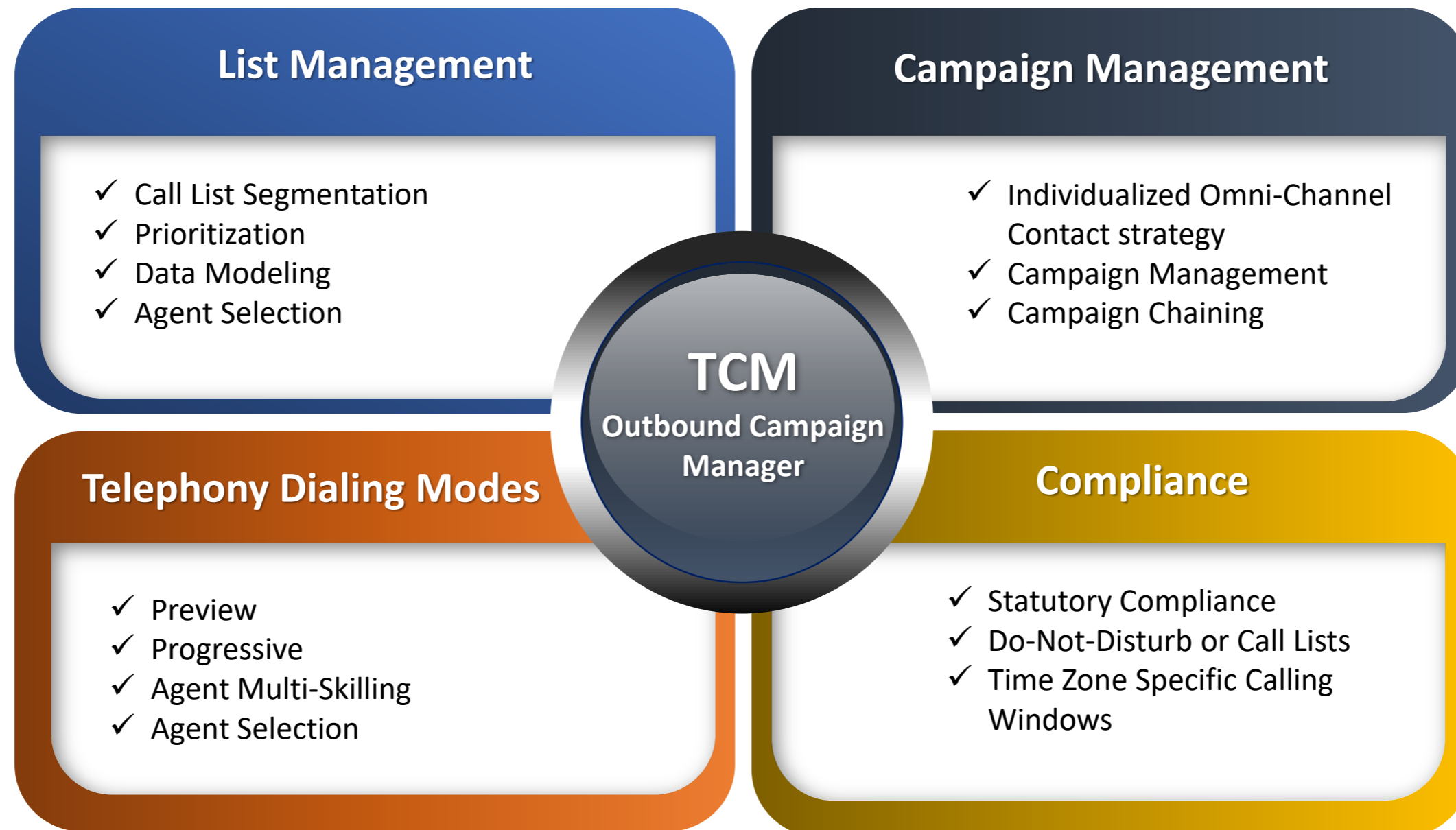
TCM can be integrated or deployed with any of your existing telephony system and particularly blends in with Avaya seamlessly.

Tetherfi Campaign Manager (TCM) - Modules

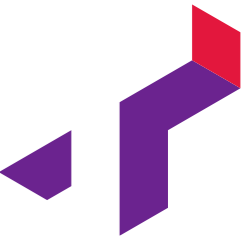


Give voice to your campaigns.

Expand your customer reach effortlessly with Tetherfi's outbound campaign manager.



Tetherfi Campaign Manager - Key Features



Browser-based system

You only need TCM & an Internet connection. No hardware required.



Telephony options

Use VoIP or integrate with any PBX. Preview Dialer blends with Avaya



Smart outbound campaigns

Designed to manage campaigns, calls & sales – including email, SMS, Social Media.



Dialer modes

Preview calling, progressive calling, predictive calling & more dialer options.



Contact database

Use TCM as your CRM for customer acquisition.



Contact intelligence

TCM is integrated with B2B/B2C data sources & can automatically clean bad data.



Full agent interface

Everything a call center agent needs – from dialing to order-taking to time management.



Reporting and live screen

Run off-the-shelf or tailored reports & show real-time data internally and to product owners



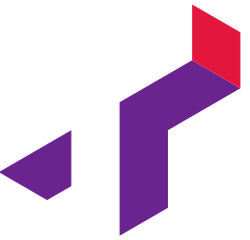
Quality control

Listen to call recordings & real time conversations. Track agent productivity.



API

Link TCM with your ERP & reporting systems.



Take Control – Never miss opportunities

Outbound Campaign Manager can be utilized to deliver maximum outreach, impact, value, and experience. TCM can be used for various processes in an organization.

Lead Generation

Inside sales

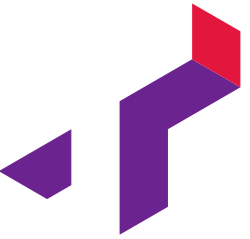
Promotions

Debt Collection

Call Backs

Reminders

Tetherfi Campaign Manager (TCM)

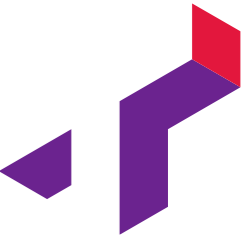


The screenshot shows the Tetherfi Campaign Manager (TCM) interface. The main content area displays a table of campaigns with columns for Campaign Name, Campaign Status, Campaign Type, Channel, Contact Type, Contact Counts, Intent, Foreground, Details, C & R, and Last Changed. The table contains four rows of campaign data. Callouts highlight specific features: 'Creating Campaign and Uploading Contacts to specific campaigns' points to the top navigation bar; 'Ability to schedule for each campaigns' points to the 'SCHEDULE' tab; 'Start/ Pause' points to the play/pause icons in the first column; and 'Channel Type' points to the 'Chan...' column.

Play...	Campaign Name	Campaign S...	Campaign T...	Chan...	Contact Type	Contact Counts	Intent	Forev...	Details	C & R	Last Chang...	Last Chang...
▶	VIPVoice	New	AgentSIP	📞	CampaignContact		VIP	false	▽	🔗	2019/07/17 14:37:36	
⏸	Email Campaign Test	Active	EmailCampa...	✉️	CampaignContact	Deleted - 2 Sent - 3	Test	false	▽	🔗	2019/06/27 19:12:24	
▶	WhatsApp Test2	Paused	WhatsAppS...	💬	CampaignContact	Deleted - 5 Open - 1 RetryExceeded - 3	1	false	▽	🔗	2019/06/24 15:00:20	
▶	EmailTest	New	AgentSIP	💬	CampaignContact		Test	false	▽	🔗	2019/06/18 12:01:47	

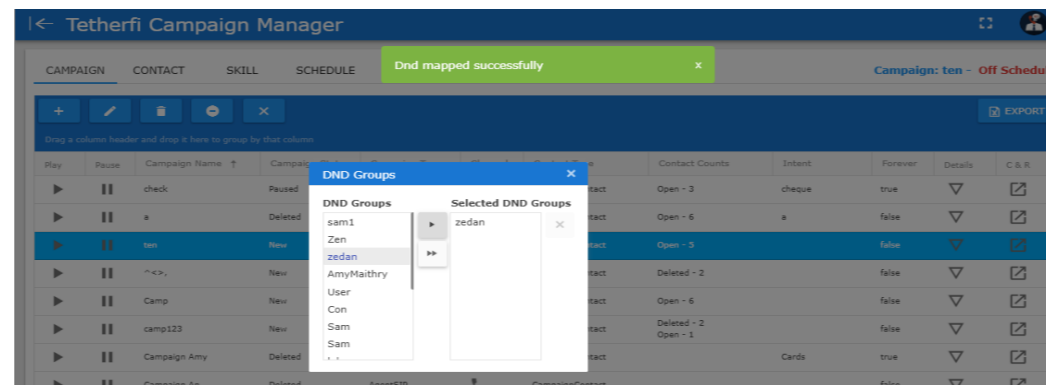
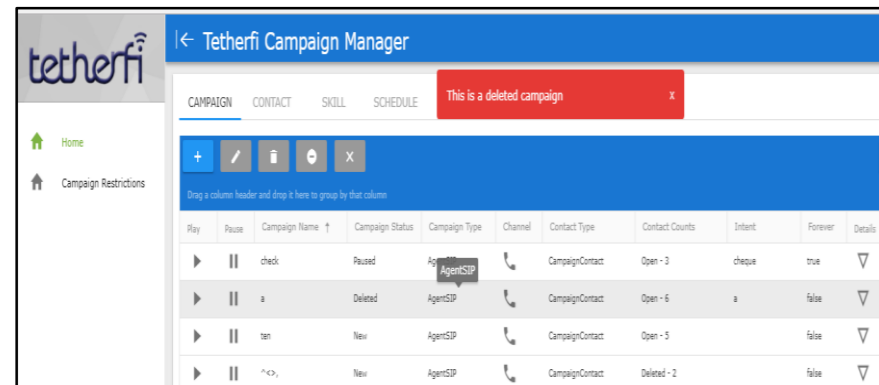
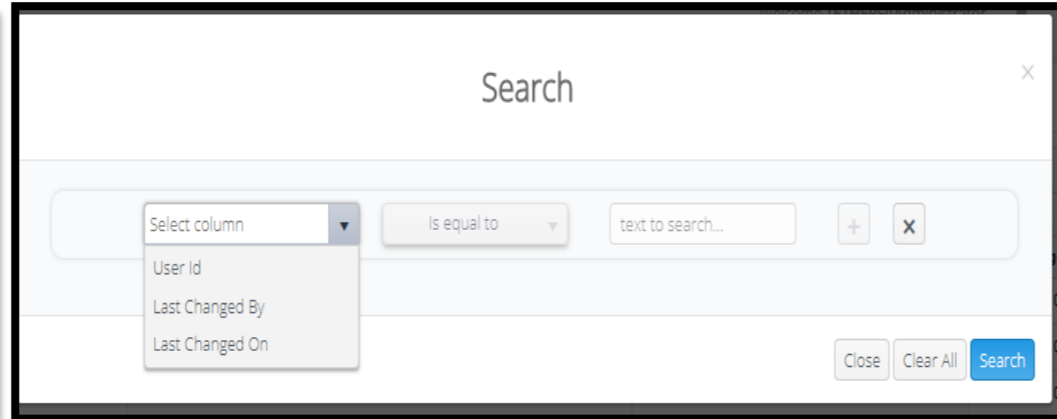
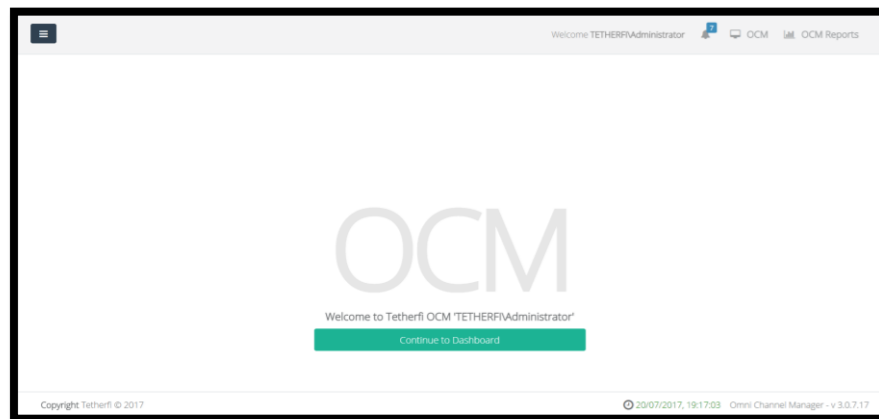
Copyright Tetherfi © 2018 🕒 17/07/2019, 14:39:05

Tetherfi Campaign Manager (TCM)



Track and Manage your Campaigns

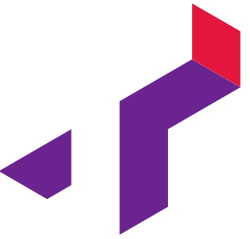
Create, monitor and tune integrated Omni Channel, outbound call center strategies dynamically with self-service list management and campaign management capabilities



Campaign Name	Campaign_ES_CH
Campaign Status	Paused
Campaign Type	Agent SIP
Channel	Voice
Contact Type	Campaign Cont...
Max Concurrent Calls	5
Dial Prefix	123
Intent	321
Forever	<input checked="" type="checkbox"/>
Wait Time Before Dial(s)	1
Dynamic Contact Data Fields	<input type="text"/> +
	email <input type="text"/> <input type="button" value="X"/>
Direct Agent	<input checked="" type="checkbox"/>
Retry Count	6
Pop Type	Pop
Pop URL	Tetherfi_Te...
<input type="button" value="CANCEL"/> <input checked="" type="button" value="UPDATE"/>	

Attributes for a specific campaign

Tetherfi Campaign Manager - Email

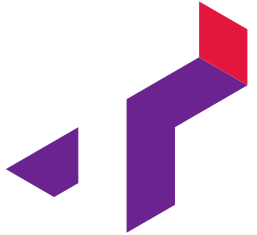


The screenshot displays the Tetherfi Campaign Manager interface. On the left is a navigation sidebar with the Tetherfi logo and menu items: Dashboard, Home, and Campaign Restrictions. The main content area is titled 'Tetherfi Campaign Manager' and features tabs for CAMPAIGN, CONTACT, SKILL, and SCHEDULE. Below the tabs is a toolbar with icons for adding, editing, deleting, pausing, and refreshing. An 'EXPORT' button is also present. A table lists three campaigns:

Play...	Campaign Name	Campaign S...	Campaign T...	Chan...	Contact Type	Contact Counts	Intent	Forev...	Details	C & R	Last Chang...	Last Chang...
▶	WhatsApp Test2	Paused	WhatsAppS...	...	CampaignContact	Deleted - 5 Open - 1 RetryExceeded - 3	1	false	▽	🔗	2019/06/24 15:00:20	
▶	Email Campaign Test	New	EmailCampa...	✉	CampaignContact	Open - 1	Test	false	▽	🔗	2019/06/24 14:39:16	
▶	EmailTest	New	AgentSIP	...	CampaignContact		Test	false	▽	🔗	2019/06/18 12:01:47	

Callouts in the image identify the '...' icon in the first row as 'SMS/ Social Media' and the '✉' icon in the second row as 'Email Channel'. The bottom of the interface shows a pagination control for 50 items per page and a refresh icon.

Email Campaign Configuration



Edit campaign
✕

Campaign Name *

Campaign Status

Campaign Type *

Channel *

Contact Type *

Intent *

Forever

Dynamic Contact Data Fields +

✖

Retry Count *

Email Account

Email Sender

Email Template

Pop Type *

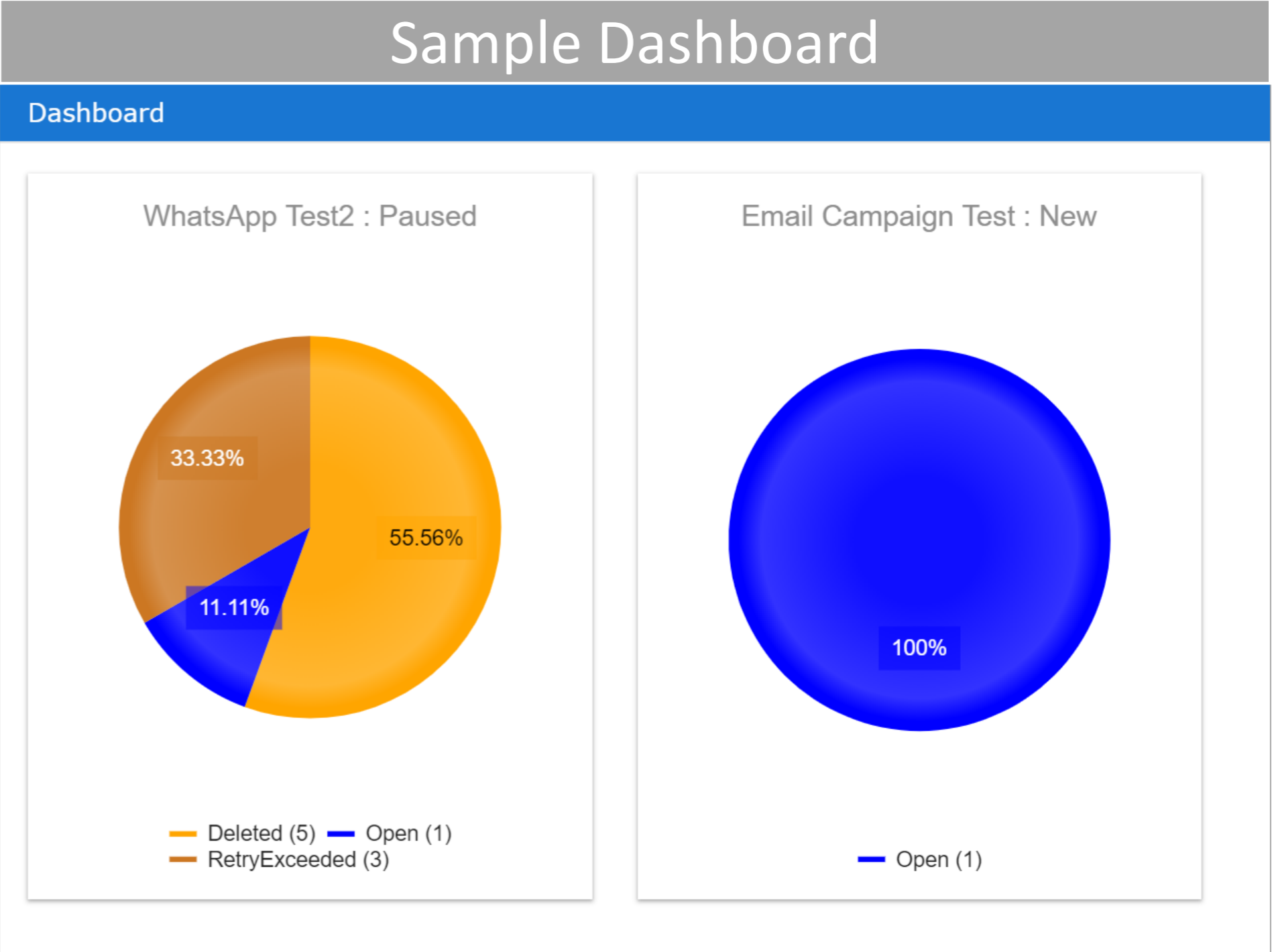
Pop URL *

⊘ CANCEL
✔ UPDATE

Dynamic Data which needs to be populated in the Email

How many times sending of the mail to be tried in case of failure

Mapping Email Template



Email Template Configuration



Email Template [Close]

Department Name* [Select]

Group Name* [Select]

Template Name* [Text Box]

Subject* [Text Box]

Enabled* [Select]

Type* [Select]

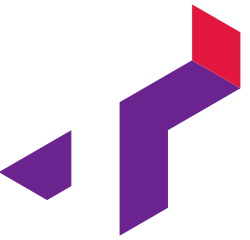
Body Html

B I U abc [List Icon] [List Icon] [List Icon] [List Icon] [Link Icon] [Image Icon] [Table Icon] [Color Picker] [Background Color Picker]

[Save] [Cancel]

Defining Templates using HTML editor

Tetherfi Campaign Manager (TCM) - Advantages



**Higher
revenues**

Flexibility

Less cost

**Better
quality**

**New
opportunities**

**Link with other
systems**

**Control &
coordination**

**Less
manual
work**

**Solid
reliability**

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