



Move Your Dialer To a Higher Level

Connect with more customers in less time.



Powerful Dialing

ReachCX from Customer Dynamics is a robust, high-performance, user-friendly web-based solution that efficiently scales dialing campaigns—whether you're dealing with thousands or millions of records.

Designed as an add-on for subscribers to the NICE CXOne Personal Connections Dialer, ReachCX simplifies and accelerates the execution of campaigns and outbound calls.

With ReachCX you have more power, options, and flexibility, putting you in control.

Benefits at a Glance

- Allows for more leads with high-capacity outbound capabilities
- Prioritizes records in real-time, adjusting dialing queue as needed
- Optimizes campaigns, allowing for adjusting by segments, dialing profile and campaign criteria
- Offers advanced retry parameters, including time zone bounding
- Achieve tighter integration with Microsoft Dynamics and Salesforce.com
- Can function as a CRM with Contact details and activity logging
- Obtains customer payments using integrated C3 Payment function
- Enhanced reporting on dialing campaign performance

EMAIL

sales@customerdynamics.com

PHONE

(801) 428-1200

WEBSITE

customerdynamics.com



Basic and Advanced Features

Customers can leverage these **ReachCX** features and functionality:

Basic Features

CONTACTS

Contact Manager can handle millions of imported records and can support multiple sources including SFTP import/export and custom fields. No additional CRM required.

SEGMENTS

Build Segments from contact records by defining easy-to-use rules and criteria.

PROFILES

Users can create a collection of dialing profiles that can be applied to one or more Campaigns.

CAMPAIGNS

Create a "Campaign" to deliver outbound activities. Multi-segment campaigns have the ability to deliver inventory with controlled ratios. Omni channel campaign capability.

HISTORY

Creates a robust activity history log and full audit trail by recording every dial attempt.

DASHBOARDS

View real-time and historical performance of campaigns.

Advanced Features

SCREEN POP

Streamline operations using screen pop functionality from internal or external CRM systems.

LIVE UPDATES

Supports CRUD operations to segments. Updates to retry settings while campaigns are running without stops.

RATIO BLENDING

Blend initial and retry calls to improve campaign performance and compliance.

CUSTOM RETRY

Schedule the interval and frequency of retries to improve conversion rates while adhering to industry limits.

C3 PAYMENT

Sends a secure click-to-pay weblink and collects payment through SMS or email. PCI-DSS compliant.



Customer Dynamics has helped hundreds of customers, from small business to enterprise, deploy and integrate world-class contact center solutions by utilizing innovative software and services.

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