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Voice-Broadcasting Terms

Dynamic Interactive

<http://vb.dynamicic.com>

Ani: Caller ID number that is broadcasted out.

Agent Talk Time: This is the air time used while your message is being played to your customer. If you have a press through option for your customer to speak with your representatives, then that is also included as air time.

Campaign: The core of your marketing project is your campaign. This includes your voice messages, the type of campaign it is, your time zone, caller ID numbers, etc. This is not to be mistaken with your schedule



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Tel Server Home **Setup** Reports Tools

Campaign Setup for Sample Account

query last query previous next new copy move add schedule switch customer

Name	
baseball test	
callin	
campaign sample	
campaign sample 2	
Dynamic Interactive Press 1 &	
Eddie's Life Insurance/No list...	
Eddie's Muds Spanish/No list a...	
Healthcare Sample	
John smiths plant business	
John test 1	
Lime Test	
Loan Muds	
plant guy/John smith prs one v...	
Press 1 & vm 1-30-08	
Rent or Sale Properties Test	
sample	
Sample Campaign	
Sample Campaign-1	
Sample Test	
star fulfillment test	

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Main Voice Files Options Test Schedules

Name: 54031

Type:

Local Start Time:

Local End Time:

Ani Main: add Privacy: Delivery Required:

Ani Alt: add

Dup Policy:

Add to DNC Digit:

Scrub Against DNC: Master DNC: Customer DNC:

Scrub Wireless:

Record Toc:

Inbound:

Active:

Channels: A channel is a phone line in the voice broadcasting world. 10 channels means you are using 10 phone lines at the same time.

CDNC: – Customer DNC. Any one that has requested to not be called by your messages via by pressing the digit on their telephone keypad your recorded message indicates is to be removed from the call list or any other form of request to not be called by you or your company. Also known as an “Internal DNC”

Dial Rate Amount: How quickly your calls are sent out. Example: if your dial rate is set at 50 the dialer will call 50 numbers at one time.

Dial Rate Type:

- **Per Hour** – This allows you to set a specific amount of dials to be made within an hour
- **Finish on Time** – This allows you to finish your schedule within a specific time frame
- **Lives per Hour** – The dialer will adjust to get as many LIVE messages within an hour
- **Max Channels** – The dialer will be calling a certain amount of channels (phone numbers) at all times until your phone list is done or your call times are up
- **Max Channels Per Agent** – This setting allows the system to do the same thing as Max Channels only when you set the number of people you have answering the phone, the



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system will detect when all your phone lines are in use and the system will stop dialing. This feature is most recommended for “Press 1” campaigns

DNC: National **Do Not Call** Registry. The F.C.C. (Federal Communication Commission) uses the Nation Do Not Call Registry to ensure compliance with the TCPA (Telephone Consumer Protection Act of 1991)

Intra State: Calling within the same state as your caller ID

Inter State: Calling outside of your own state as your caller ID

Minutes: Minutes are the amount of pre-paid minutes in your account based on your rate and funds available

MP3: An MP3 is a digitally compressed audio format in which sound can be heard. The filename extension is .mp3

Problems: Any situation in which the Tel Server dialer and the phone number did not interact successfully and play a message. This is usually do to numbers being disconnected, invalid, not complete, or non-existent

Phone Number Entries: Set this to the number of phone numbers in your calling list. If you need to add more phone numbers to the same schedule later, make sure you add the amount of the new call list being attached to the existing phone # entries number. If you’re not sure exactly how many numbers you’ll have, you can always set this to a high number to ensure you don’t hit a cap on your dials

Others: Situation in which the number was busy, no one answered and has no answering machine set or a fax number. This is, however, a working number

Rehash: – A process by which after a phone list has been fully called and completed, you may go back and redial a customized version of the original list minus the people that have already been connected live with your representatives.

Tel Server Home Setup Reports Tools

Call Log for Sample Account

query refresh previous next export rehash tasks switch customer

ID	Customer	Campaign	Date	Scheduled	Dialed	Export Date	Count	Rehash Date	Count
641402	Sample Account	Rehash Filter					0		0

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User: Artis G Customer: SJW.D

home campaign schedules plist vox

Rehash Filter

close

Rehash Filter: default custom call progress

no answer digit NOT pressed

busy agent NOT connected

operator

wireless dnc

answering machine

live person

problems

New phone list name (optional):

Create phone list for current customer:

Suppression List:

start rehash reset

Done

Schedule: The schedule is the set times and days you want your campaign to be available. In the Schedule Entry page you may attach or detach phone lists, adjust the speed of the calls being made, set the number of people answering the phones, etc. Many schedules can be made to one campaign or have one recurring schedule for one campaign

Tel Server Home Setup Reports Tools

Summary Statistics for Sample Account

query refresh previous next detail minutes description approvals Start All Schedules Stop All Schedules switch customer

ID	Customer Name	Campaign	Type	Date	Scheduled	Dialed	Live	AM	Minutes	Dialer	Channels	Routed
672816	Sample Account	Dynamic Interactive ...	out	02/09/2009	100,000	0	0	0	0	stopped		
					100,000	0	0	0	0		0 [0]	0

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Transfer Number: Also known as the “Agent Phone Number”. This is the number where the calls are being routed to when the customer presses a digit to get connected and speak with your representatives.

vox: – The abbreviated letters for Voice message file.

For more information please call or visit us online.



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