



Dynamicic.com

714.913.6940

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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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 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

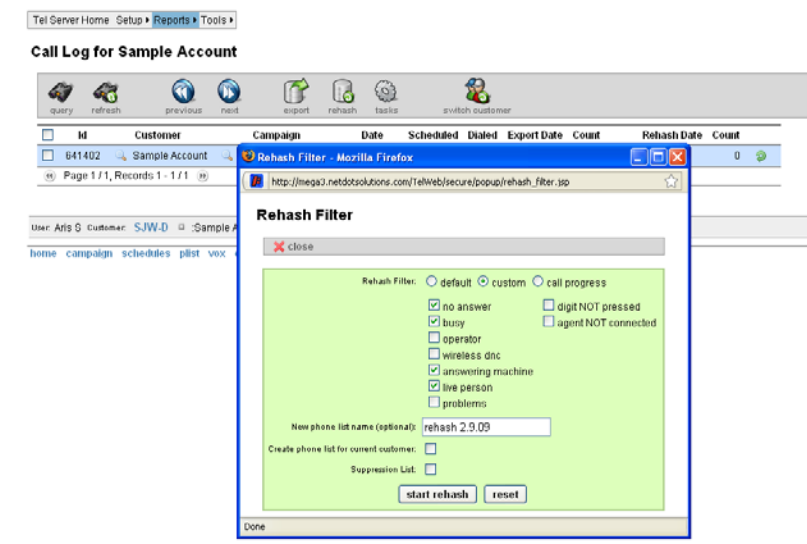
MP3: An MP3 is a digitally compressed audio format in which sound can be heard. The filename extension is .mp3

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.



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 | 0 [0] | 0 |
| | | | | | 100,000 | 0 | 0 | 0 | 0 | | 0 [0] | 0 |

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Tel Server Home Setup Reports Tools

Schedule Entry

Schedule

Schedule ID: -1
 Customer: Sample Account
 Campaign: Dynamic Interactive Press 1 & VM
 Date: 02/09/2009

Time Zones: Pacific Mountain Central Eastern
 Start Time (Pacific, 24hr): 09:00 09:00am 10:00am 12:00pm
 End Time (Pacific, 24hr): 21:00 09:00pm 10:00pm 11:00pm 00:00am

Priority: 5 normal
 Dial Rate Type: Max Channels per Agent
 Dial Rate Amount: 50
 Agents: 1
 Phone# Entries: 100,000
 Radial: radial once
 Radial Delay: 30 minutes
 Radial Filter: Busy No Answer Problems Answering Machine
 Repeat:
 Monday Tuesday Wednesday
 Thursday Friday Saturday Sunday
 Recalculate Phone# Entries
 Active:
 Description:

save revert delete

Attached Phone Lists

| ID | Name | Time Zone | Type | Entries Left |
|--------|----------------------|-----------|-------|--------------|
| 944322 | sample's list - a bt | HDT | Ready | 1 |
| 944321 | sample's list - a bt | PDT | Ready | 4 |
| | | | | 5 |

Available List: buens0000 - PDT - 5
 Filter:
 add reset

Dialer View

Status: Connected
 Ready
 Routed
 Waiting
 Error
 Throttle

stop abort

Some campaigns schedules still use the old name state loss issue

Site NR: Version 1.0.18 (01/2)

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.