

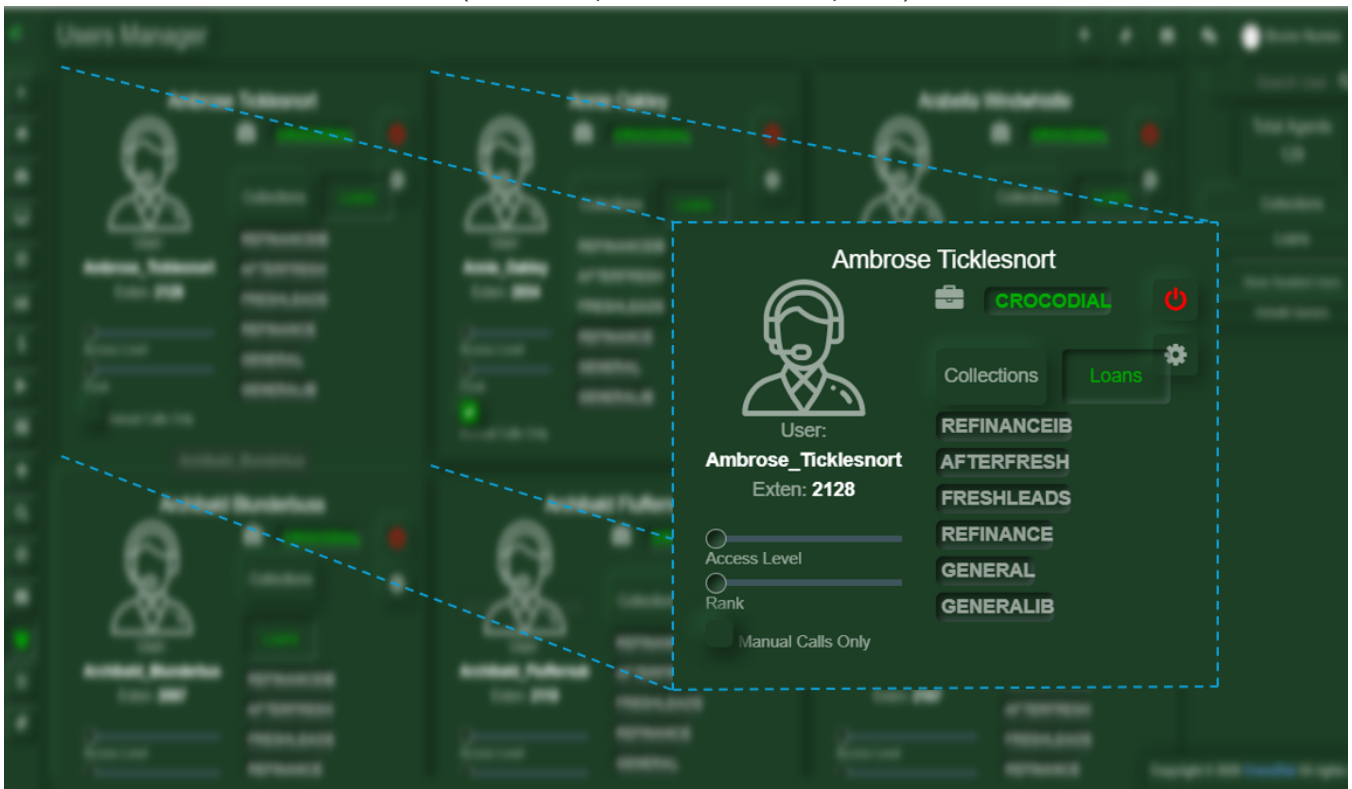
Basic Concepts

This section defines the core operational entities within Crocodial. Understanding these concepts is essential for configuring campaigns, managing operations, and interpreting system behavior.

An **Agent** is an end user responsible for handling outbound interactions with leads. Agents operate through the dialing interface and are the primary execution layer of campaigns.

Key attributes:

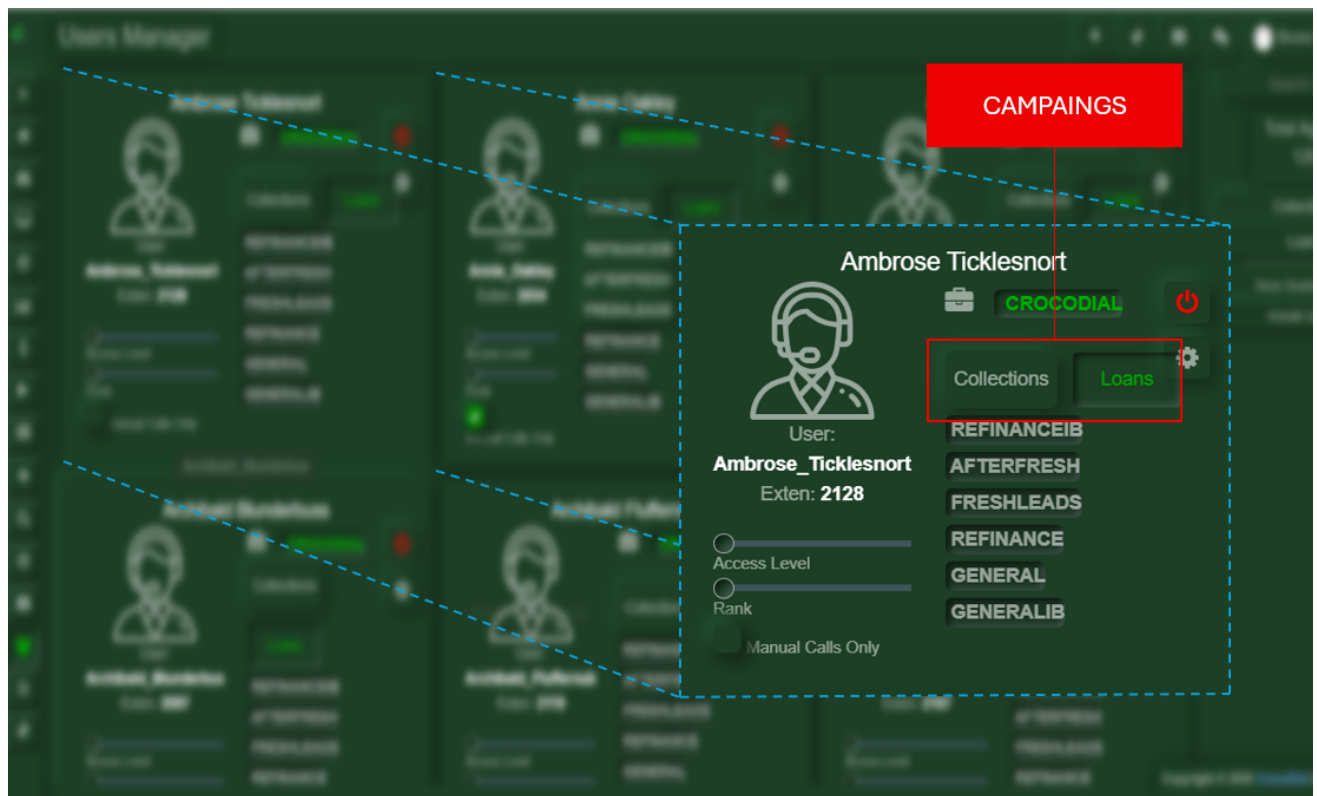
- Assigned to one or multiple campaigns
- Operates in specific states (Ready, Busy, Offline)
- Handles calls and records outcomes (dispositions)
- Performance measured via KPIs (talk time, conversion rate, etc.)



A **Campaign** is a logical structure that organizes and controls outbound operations. It defines how, when, and to whom calls are made.

Key components:

- Assigned agents
- Associated lists (leads)
- Dialing mode and rules
- Schedule and time windows
- Performance tracking



A **Lead** is an individual contact record that is targeted within a campaign. It contains the necessary information to initiate communication.

Typical fields:

- Phone number (mandatory)
- Name
- Custom attributes (e.g., account number, status, balance)
- Interaction history

Leads are loaded into lists that are identified by a unique ID. It is important to note that calls will be received automatically, with a notification, as long as the user is in **Available** status. Since each list is associated with its corresponding ID, it will be linked to the campaign that has been assigned to the user.

List ID	Name	Campaign Name	Total Records	Creation Date	Status	Download
20251217011034	20251217011034-2025-12-17-11-03-34 Manager	20251217	1	Dec 16, 2025 11:03:34 AM	✓	Download
20251217011034	20251217011034-2025-12-17-11-03-34 Manager	20251217	1	Dec 16, 2025 11:03:34 AM	✓	Download
20251217011034	20251217011034-2025-12-17-11-03-34 Manager	20251217	1	Dec 16, 2025 11:03:34 AM	✓	Download
20251217011034	20251217011034-2025-12-17-11-03-34 Manager	20251217	1	Dec 16, 2025 11:03:34 AM	✓	Download
20251217011034	20251217011034-2025-12-17-11-03-34 Manager	20251217	1	Dec 16, 2025 11:03:34 AM	✓	Download
20251217011034	20251217011034-2025-12-17-11-03-34 Manager	20251217	1	Dec 16, 2025 11:03:34 AM	✓	Download
20251217011034	20251217011034-2025-12-17-11-03-34 Manager	20251217	1	Dec 16, 2025 11:03:34 AM	✓	Download
20251217011034	20251217011034-2025-12-17-11-03-34 Manager	20251217	1	Dec 16, 2025 11:03:34 AM	✓	Download
20251217011034	20251217011034-2025-12-17-11-03-34 Manager	20251217	1	Dec 16, 2025 11:03:34 AM	✓	Download
20251217011034	20251217011034-2025-12-17-11-03-34 Manager	20251217	1	Dec 16, 2025 11:03:34 AM	✓	Download

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