Campaign Definition

A campaign is a structured set of communication activities within the system, created with a specific purpose in mind. This purpose may include sales, collections, customer support, or surveys.

Each campaign brings together key elements such as contact lists (leads), assigned agents, dialing methods, and specific configurations. This allows you to control how and when calls are made, as well as track the results effectively.

In simple terms, a campaign defines **what will be done, how it will be done, and which resources will be used**, making it easier to manage and organize daily operations within the system.

Typical attributes:

- **Campaign Name**
  This is the name used to identify the campaign. It should be clear and descriptive so it can be easily recognized.
- **Type (Outbound, Inbound, Blended)**
  Defines how the campaign operates. Outbound campaigns are used for making calls, inbound campaigns handle incoming calls, and blended campaigns manage both.
- **Associated Lead Lists**
  These are the contact lists linked to the campaign. The system will use these lists to determine which leads will be contacted.
- **Status (Active, Paused, Completed)**
  Indicates the current state of the campaign. An active campaign is running, a paused campaign is temporarily stopped, and a completed campaign has finished its operation.
- **Description / Metadata**
  Additional information used to provide context or details about the campaign. This may include notes, tags, or any relevant data for management and reporting purposes.

Campaign Types

- **Preview Dialing**
  Allows the agent to review the lead information before placing the call. This is useful when preparation or context is required prior to contacting the customer.
- **croco mode dialing**
  Automatically places one call per available agent. This ensures a steady call flow while maintaining control over agent availability.
- **Predictive Dialing**
  Uses an automated pacing algorithm that adjusts call volume based on agent availability.

This helps maximize efficiency by reducing idle time.

- **Power Dialing**
  Dials a fixed number of calls per agent simultaneously. This method increases call volume and is typically used in high-intensity outbound operations.

Dialing Strategy

- **Dialing Mode (Preview, Progressive, Predictive, Power)**
  Determines the method used to place calls within the campaign, based on how agents interact with leads and how calls are distributed.
- **Calls per Agent Ratio**
  Specifies the number of calls assigned to each agent, helping balance workload and call volume.
- **Pacing Configuration (for Predictive Dialing)**
  Adjusts the dialing speed based on agent availability, ensuring an efficient flow of calls while minimizing idle time.
- **Abandon Rate Control**
  Regulates the percentage of calls that may be abandoned, helping maintain compliance and improve customer experience.

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