

Campaign Manager Configurations

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Introduction

This article describes Webex Contact Center's Campaign Manager Configurations. It depends on how voice campaigns are set up at your enterprise, you either initiate outdial campaign calls yourself or the system initiates outdial calls for you. In a Preview Campaign, you request an outdial contact card from Webex Contact Center when you are in an Idle state. When you accept the contact card, Webex Contact Center places the outbound call. If the contact center has communicated previously with the person you are calling, a history of those calls appears in the right panel of the Agent Desktop. In a Progressive Campaign, anytime you are in the Available state, the system pushes an outdial call to you. If the contact center has communicated previously with the person you are calling, a history of those calls appears in the right panel of the Agent Desktop.

Requirements

Cisco recommends that you have knowledge of the following topics:

- Webex Contact Center Entry Point configurations.
- Webex Contact Center's Campaign Manage basics.
- Basic knowledge of Outbound Campaigns

Note: This document is targeted towards customers and partners who have deployed Webex Contact Center to their network infrastructure.

Outbound Entry Point Configuration for Preview Campaign

Properly configured Outbound Entry Point (Outbound EP) is a prerequisite for Preview Campaign. Before you work on Preview Campaign configuration, ensure that agents are able to make simple outbound calls using Dialpad on the Agent Desktop Application (ADA). If agents can not place outdial calls ADA please refer below steps to ensure the agents' configurations are correct.

Step 1. In order for the agent to be able to place outbound calls from ADA, the user account needs to be assigned to the Agent Profile which has properly configured Outbound Entry Point (Outbound EP).

Agent Settings

Site	site_KrisRCDN
Teams	krisSalesTeam
Skill Profile	kris_Sales5_eng_service10
Agent Profile	agentProfile_Kris

Agent Profile

General Information Auxiliary Codes Collaboration **Dial Plan** Agent DN Validation Agent Viewable Statistics Agent Thresholds

Dial Plan


Outdial Enabled	<input checked="" type="checkbox"/>
Outdial Entry Point	EP_Outdial

Step 2. Outbound EP Routing Strategy must be configured with OutdialEP control script.

Advanced Settings


Music on Hold	defaultmusic_on_hold.wav
---------------	--------------------------

Call Control

Control Script	OutdialEP_ANI.js	
OutdialQueue	OutdialQ	(vteam, The Outdial Queue.)

Step 3. Outbound Queue Routing Strategy must be configured with the OutdialQ control script.

Call Control

Control Script	outdialQ_v2.js	
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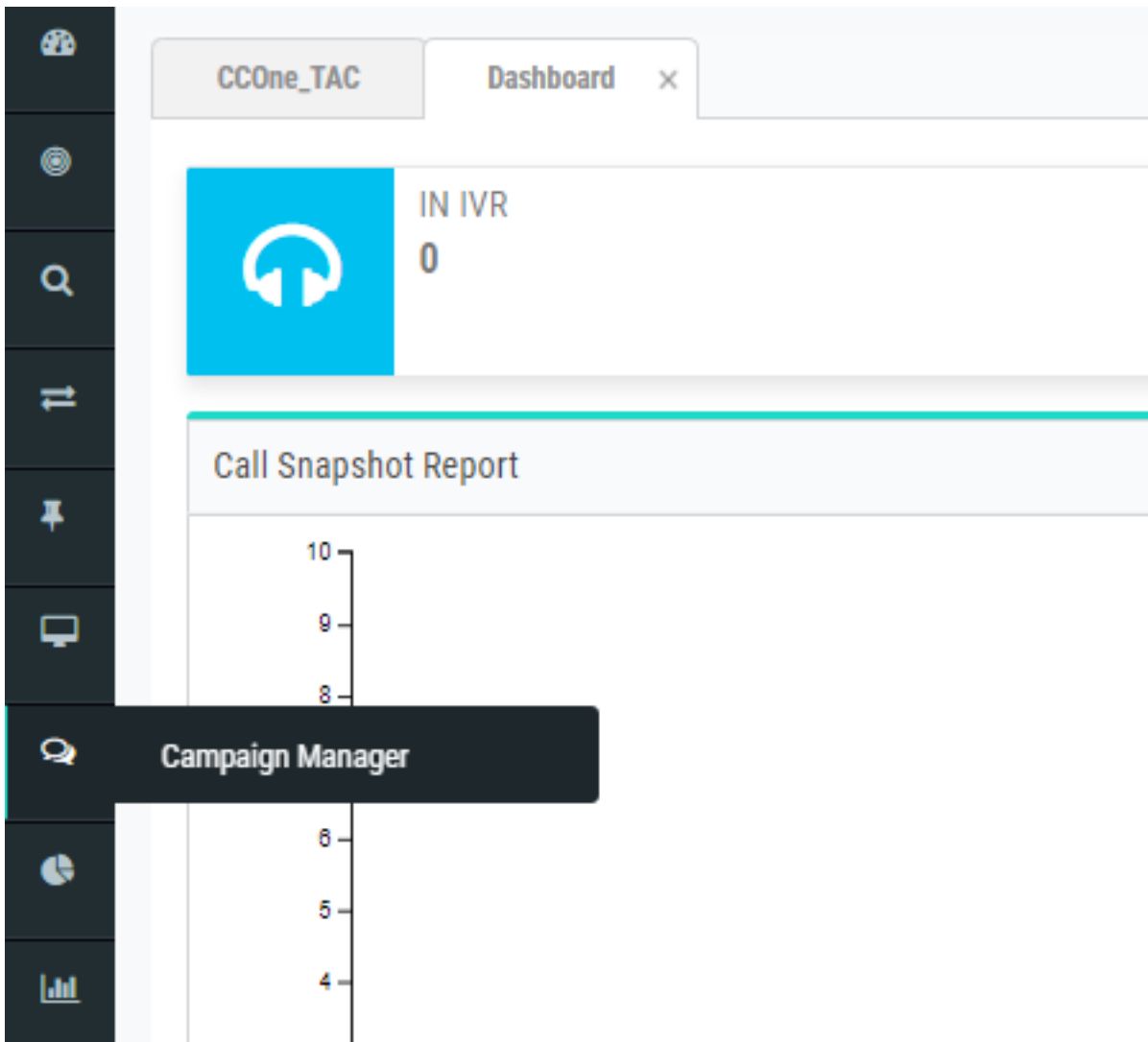
Note: Custom control script name for Entry Point and Queue may have different names for your Tenant.

Note: Any new Outdial Entry Point needs to be provisioned by Cisco TAC/SA teams to make it work.

Configure Preview Campaign

Step 1. Ensure that the Outdial EP is configured and assigned to the Agent Profile.

Step 2. Open Campaign Manager module from Webex Contact Center portal.



Step 3. Navigate **System Modes**. Add a voice mode. This may be pre-configured for your Tenant.

Mode Name



Mobile

Description



Mobile

Minimum length

-	8	+
---	---	---

Maximum length

-	16	+
---	----	---

SAVE

CANCEL

Step 4. Navigate **System Time Zone**. Enable Appropriate time Zone.

Step 5. Navigate **System Configure Business Outcome Group**. By default, the wrap-up codes defined in the Webex Contact Center Provisioning module are added to Campaign Manager as Business Outcomes.

Click the Business Outcome icon as shown below.



The Business Outcome screen opens.

System Configuration System Menu

Business Outcome

Showing 1 - 1 of 1 records

Business Outcome Grou...	Description	Parent Outcomes	Outcomes	Actions
Wrapup Code	Wrapup Code	Parent Outcomes (0) ▼	Outcomes (7) ▼	

1 of 1

10 items per page

Click **Edit** in the Actions column and click the **Next** button on Business Outcome Group and Parent Outcomes Group wizard in order to navigate to the Outcomes wizard.

Configure Business Outcome Group


Business Outcome Group Parent Outcomes Outcomes **3**


Outcome	Parent Name	Outcome Type	RescheduleDays(D:H:M)	Max Retry	Priority	Close Contact	Retain PCB	Actions
Follow-Up		Success	0:0:0	0	0	<input checked="" type="checkbox"/> ON	<input type="checkbox"/> OFF	
Campaign-WrapUp		Success	0:0:0	0	0	<input checked="" type="checkbox"/> ON	<input type="checkbox"/> OFF	
Callback Requested		Failure	0:0:5	3	0	<input type="checkbox"/> OFF	<input type="checkbox"/> OFF	
Sale		Success	0:0:0	0	0	<input checked="" type="checkbox"/> ON	<input type="checkbox"/> OFF	
Transferred		Success	0:0:0	0	0	<input checked="" type="checkbox"/> ON	<input type="checkbox"/> OFF	
Pending Case		Success	0:0:0	0	0	<input checked="" type="checkbox"/> ON	<input type="checkbox"/> OFF	
Closed		Success	0:0:0	0	0	<input checked="" type="checkbox"/> ON	<input type="checkbox"/> OFF	

PREVIOUS
SAVE


Step 6. Navigate **Contact strategy Add**. Keep Type as Simple. Select the Mode which you created previously. Set telephony outcomes.

Contact Strategy Name

 kris_CS

 Description

Contact Strategy Type: Simple Advanced Callback

 Edit Contact Strategy

Progress: Contact Strategy Name Select Mode Telephony Outcomes

Outcomes	Reschedule Time (D:H:M)	Max Retry	Priority	Branch Mode	Retain PCB	Close Contacts	Remove
voice	0:0:0	1	-1	Default	No	Yes	No
answer-machine	0:0:15	1	-1	Default	No	Yes	No
no-ringback	0:0:15	1	-1	Default	No	Yes	No
Error	0:0:15	1	-1	Default	No	Yes	No

Step 7. Navigate Campaign Add Campaign. Select Date/Time range to run the campaign, Select Time to Live and TimeZone.


Note: Business Outcome Group is a group of Wrap-up codes. Time to Live is how long the contacts in the campaign are valid.


Create New Campaign


Progress: Campaign Detail Campaign Group Contact Strategy Configuration Options



Campaign Name
krisDemoPreview



Description
Preview Campaign

Select Date Range
05/01/2020 to 04/02/2021 

Select Time Range
12:00 AM - 11:59 PM 

Business Outcome Group
Wrapup Code 

Time to Live(days)  

TimeZone
[UTC-05:00] Eastern Time (US and Canada)  

[NEXT](#)

Step 8. Select mode Preview and do the team selection. The team must be the same as you configure for your agent.

Create New Campaign

Campaign Detail Campaign Group Contact Strategy **3** Configuration Options **4**

Group Selection

Channel: Voice Digital/CPaaS

Dedicated Campaign Group Shared List

Pacing Mode
Preview

Available Team

- AAAIms_auto_team
- AAAIms_life_experts
- Arcastil_Sales_Team
- Arcastil_Service
- Ari_Demo_Team
- Blended_Team
- BroadCloudPaaS_AgentTeam

Assigned Team

- krisSalesTeam

PREVIOUS NEXT

Step 9. Select Contact Strategy and callback strategy, Default_Callback_Strategy is recommended. Click **Next** to create the Campaign.

Create New Campaign

Campaign Detail Campaign Group Contact Strategy **3** Configuration Options **4**

Contact strategy: Simple Advance

Global Retry

Cycle Retry

Assigned Team: kris_CS

Daily Retry

Cycle Retry Interval
Day Hrs Min

Callback Strategy
Default_Callback_Strategy

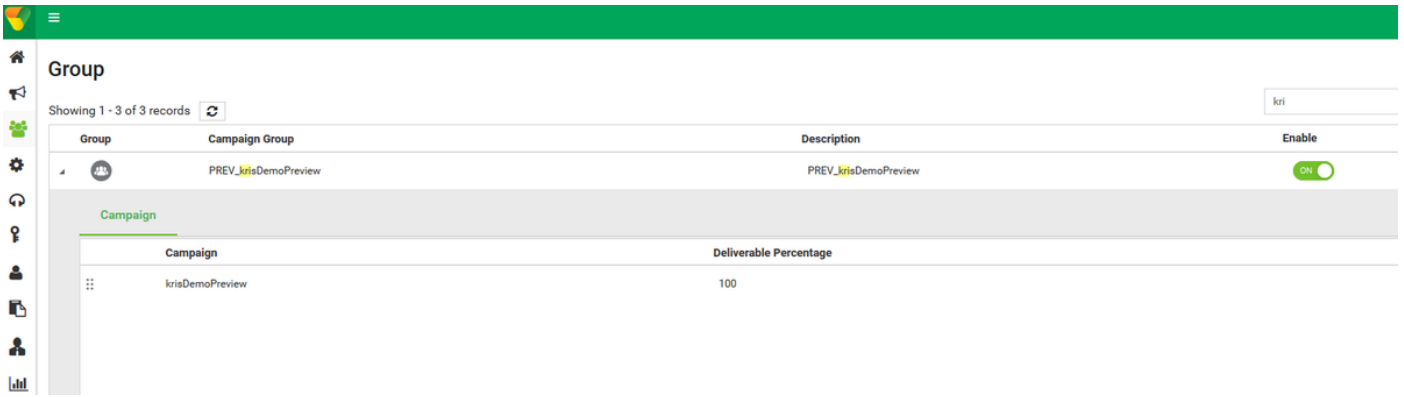
Reset Daily and Global Retries OFF

PCB to NCB reset: Retries Duration

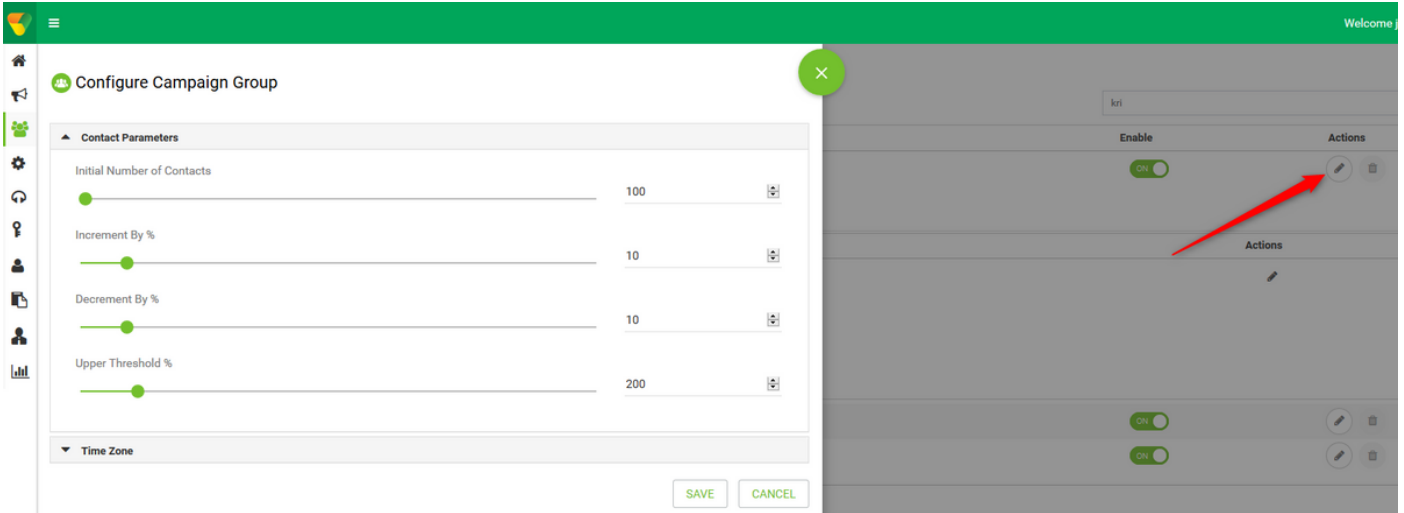
Attempts to reach Agent

PREVIOUS NEXT

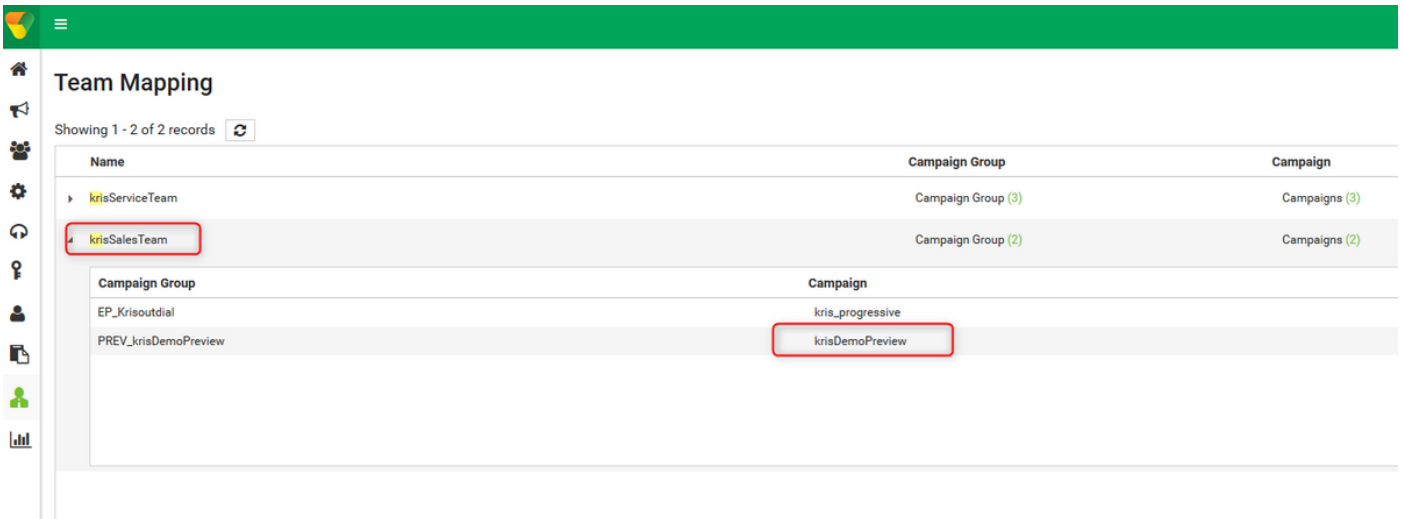
Step 10. Navigate **Groups** module and ensure Campaign Group is enabled and the newly created campaign is associated with it.



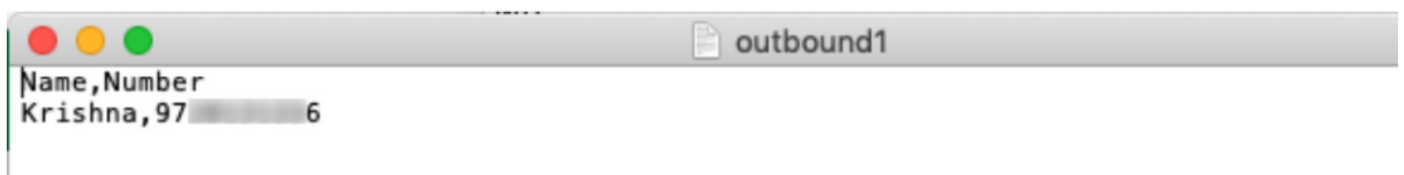
Step 11. Click on **Edit** the grope and configure contact parameters.



Step 12. Navigate **Teams** and ensure that the agent's team is associated with the Campaign.



Step 13. Create a sample contact file.



Step 14. Navigate the correct **Campaign from the list Edit Contact List add contact list**

Upload Contacts.

Configure Campaign krisDemoPreview

Campaign Detail Business Parameter CSS Chaining **Contact Lists** Manage Contacts Schedule IVR Template Editor Email Template Editor SMS Template Editor Other Configuration

Contact Lists

Showing 1 - 10 of 12 records

List ID	Global List ID	Start Time	End Time	Records Available	Records Pending	Status	Actions
12	NA	04/09/2019 03:58 PM	03/09/2020 03:59 PM	1	0	Active	100%
11	NA	04/09/2019 03:56 PM	03/09/2020 03:56 PM	1	0	Active	100%
10	NA	04/09/2019 02:46 PM	03/09/2020 02:48 PM	1	0	Stopped	100%
9	NA	04/09/2019 02:46 PM	03/09/2020 02:46 PM	1	0	Stopped	100%
8	NA	03/09/2019 07:40 PM	02/09/2020 07:41 PM	1	0	Stopped	100%
7	NA	03/09/2019 07:37 PM	02/09/2020 07:37 PM	1	0	Stopped	100%

Page 1 of 2 10 Items per page

Step 15. Select the correct Delimiter as in the contact file (,). Chose the file.

Upload Contacts

Enable to view one panel at a time

Import File

Source Type Formatted File Database Table Database View

Delimiter ,

Choose File

Choose your file here to Upload.

UPLOAD

Step 16. Select ZoneName as Campaign Specific TimeZone.

ZoneName Campaign Specific TimeZone

Step 17. Select the Number field from the file into the Mobile mode or other applicable modes such as home, office, etc.


Modes Mapping


Modes	Fields
Mobile	Number

Step 18 Click Refresh. The new contact list must appear in a couple of seconds.

Configure Campaign krisDemoPreview

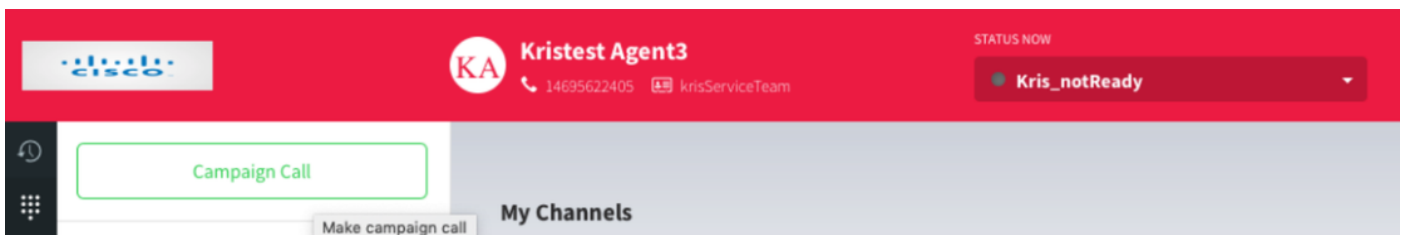
Campaign Detail Business Parameter CSS Chaining **Contact Lists** Manage Contacts Schedule IVR Template Editor Email Template Editor SMS Template Editor Other Configuration

Contact Lists 

Showing 1 - 6 of 6 records 

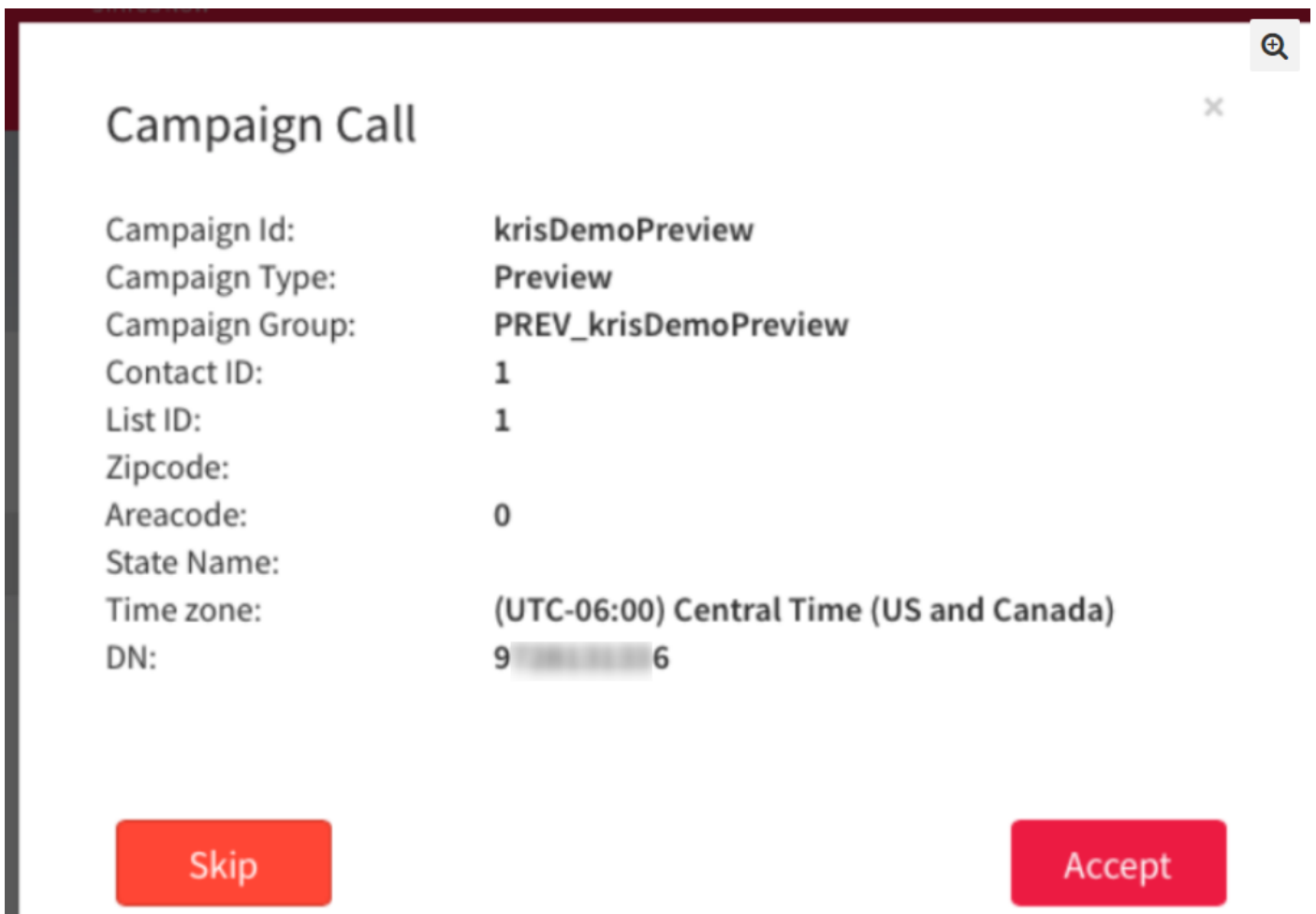
List ID	Global List ID	Start Time	End Time	Records Available	Records Pending	Status	Actions		
6	NA	11/03/2019 09:24 PM	10/03/2020 09:24 PM	1	1	Active	0%		
Contact		NDNC		Corporate DNC		Compliance DNC		Litigation	
Processed	Uploaded	Failed	Duplicate	Contact	Mode	Contact	Mode	Contact	Mode
2	1	1	0	0	0	0	0	0	0
Upload Details									
Time	Type	Sub-Type	Mode Failed	File Name					
11/03/2019 09:25 PM	MANUALUPLOAD	NEW	0	outbound1					

Step 19. In Agent Desktop Application change the Agent state to Idle and click on the **Campaign Call** option. The agent initiates the Campaign Call in Preview mode.



The interface shows the agent's status as 'Kris_notReady' and a 'Campaign Call' button highlighted in green. Below it is a 'My Channels' section with a 'Make campaign call' button.

The call is presented to the agent. Accept or skip the call.



Campaign Call

Campaign Id: krisDemoPreview
 Campaign Type: Preview
 Campaign Group: PREV_krisDemoPreview
 Contact ID: 1
 List ID: 1
 Zipcode:
 Areacode: 0
 State Name:
 Time zone: (UTC-06:00) Central Time (US and Canada)
 DN: 9 6

Skip **Accept**

Callback Outdial Entry Point Configuration for Progressive Campaign

It's a prerequisite to configure an Outdial Entry Point with voice Callback functionality to make Progressive Campaign work.

Note: Any new Outdial Entry Point needs to be provisioned by Cisco TAC/SA teams to make it work.


Step 1. Create an Outdial EP.

General Settings

Name	EP_Krisoutdial
Description	kris outdial EP
Type	Outdial Entry Point
Outdial Primary DID URL	http://localhost:8000/Demo-EP_Krisoutdial-outdial.xml
Outdial Backup DID URL	http://localhost:8000/Demo-EP_Krisoutdial-outdial.xml
Channel Type	Telephony
Status	Active

Step 2. Configure Routing Strategy for the Outbound EP. Select WebCallbackEP as the control script and choose the Outbound Queue.


Music on Hold

Control Script 

Queue x (vteam, The Queue.)

Step 3. Configure the Outdial Queue Routing Strategy. Select WebcallbackQ control script. Add the Team which must handle the Progressive Campaign calls.

Call Control

Control Script: WebCallbackQ.js 

MIQ: defaultmusic_on_hold.wav (mediaFile, Music In Queue)

Call Distribution

Group1


Teams			
Team Name	Site Name	Status	Team Type
krisServiceTeam	site_KrisRCDN	In Service	Agent Based

Note: PS engagement may be required to get WebCallbackEP.js and WebcallbackQ.js callback control scripts.


Configure Progressive Campaign

- Step 1. Ensure that Outdial EP is configured and function correctly with Callback control script.
- Step 2. Open Campaign Manager.
- Step 3. Navigate **System Modes**. Add voice mode. This may be pre-configured for your Tenant.

Mode Name

 Mobile

Description

 Mobile

Minimum length

Maximum length

Step 4. Navigate **System Time Zone**. Enable Appropriate time Zone.

Step 5. Navigate **System Configure Business Outcome Group**. By default, the wrap-up codes defined in the Webex Contact Center Provisioning module are added in Campaign Manager as

Business Outcomes. Click on **Business Outcome** icon. The Business Outcome screen opens.

System Configuration System Menu

Business Outcome

Showing 1 - 1 of 1 records Search

Business Outcome Grou...	Description	Parent Outcomes	Outcomes	Actions
Wrapup Code	Wrapup Code	Parent Outcomes (0) ▼	Outcomes (7) ▼	

Navigation: 1 of 1 items per page

Click **Edit** in the Actions column and click the **Next** button on Business Outcome Group and Parent Outcomes Group wizard in order to navigate to the Outcomes wizard.

Configure Business Outcome Group X

Business Outcome Group Parent Outcomes Outcomes 3

Outcome	Parent Name	Outcome Type	RescheduleDays(D:H:M)	Max Retry	Priority	Close Contact	Retain PCB	Actions
Follow-Up		Success	0:0:0	0	0	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Campaign-WrapUp		Success	0:0:0	0	0	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Callback Requested		Failure	0:0:5	3	0	<input type="checkbox"/>	<input type="checkbox"/>	
Sale		Success	0:0:0	0	0	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Transferred		Success	0:0:0	0	0	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Pending Case		Success	0:0:0	0	0	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Closed		Success	0:0:0	0	0	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

PREVIOUS SAVE

Step 6. Navigate **Contact strategy Add**. Keep Type as Simple. Select the Mode which you created previously. Set telephony outcomes.

Contact Strategy Name



kris_CS



Description

Contact Strategy Type:

Simple

Advanced

Callback

Edit Contact Strategy

Contact Strategy Name



Select Mode



Telephony Outcomes

3

Outcomes	Reschedule Time (D:H:M)	Max Retry	Priority	Branch Mode	Retain PCB	Close Contacts	Remove Mode
voice	0:0:0	1	-1	Default	No	Yes	No
answer-machine	0:0:15	1	-1	Default	No	Yes	No
no-ringback	0:0:15	1	-1	Default	No	Yes	No
Error	0:0:15	1	-1	Default	No	Yes	No

Step 7. Navigate **Campaign Add Campaign**. Select Date/Time range to run the campaign. Select Time to Live and TimeZone.

Note: Business Outcome Group is a group of Wrap-up codes. Time to Live is how long the contacts in the campaign are valid.

Create New Campaign

Campaign Detail

Campaign Group

Contact



2

Campaign Name

kris_progressive

Description

kris_progressive

Select Date Range

11/03/2019 to 30/04/2019

Select Time Range

12:00 AM - 11:59 PM

Business Outcome Group

Time to Live(days)

- 365 +

TimeZone

(UTC-06:00) Central Time (US and Canada)

Select Voice Channel and Progressive Pacing Mode. Chose Outbound Entry Point which you created previously with Callback Control Script.

Group Selection

Channel: Voice Digital/CPaaS

Dedicated Campaign Group Shared List

Pacing Mode

Progressive

Entry Point

EP_Krisoutdial

Select Contact Strategy and callback strategy.

Contact strategy:

Simple Advance

Global Retry

0 - 1 +

Cycle Retry

0 - 1 +

kris_CS

Daily Retry

0 - 1 +

Cycle Retry Interval

Day - 0 + Hrs - 0 + Min - 0 +

Callback Strategy

Default_Callback_Strategy

Reset Daily and Global Retries (OFF)

PCB to NCB reset: Retries Duration

Attempts to reach Agent

0 - 1 +

Step 8. Navigate **Groups**. Ensure that Campaign Group is enabled and the Progressive Campaign is associated with it.

Campaign	Deliverable Percentage	Actions
kris_progressive	100	

Configure contact parameters.

Contact Parameters

Initial Number of Contacts 85

Increment By % 30

Decrement By % 60

Upper Threshold % 200

Select correct timezone

Time Zone

Showing 8 records

Enabled	Zone Name	Start Time	End Time
<input type="checkbox"/>	(UTC+01:00) Brussels Copenhagen Madrid Paris	12:00 AM	11:59 PM
<input type="checkbox"/>	(UTC+08:00) Kuala Lumpur Singapore	12:00 AM	11:59 PM
<input type="checkbox"/>	(UTC-05:00) Eastern Time (US and Canada)	12:00 AM	11:59 PM
<input checked="" type="checkbox"/>	(UTC-06:00) Central Time (US and Canada)	12:00 AM	11:59 PM

Step 9. Navigate **Teams**. Map the Campaign with the correct team.

Team Mapping

Showing 1 - 2 of 2 records

Search: kris

Name	Campaign Group	Campaign	Actions
krisServiceTeam	Campaign Group (3)	Campaigns (3)	
Campaign Group	Campaign	Pace Description	
EP_Krisoutdial	kris_progressive	BSFT PROGRESSIVE	

Team Mapping

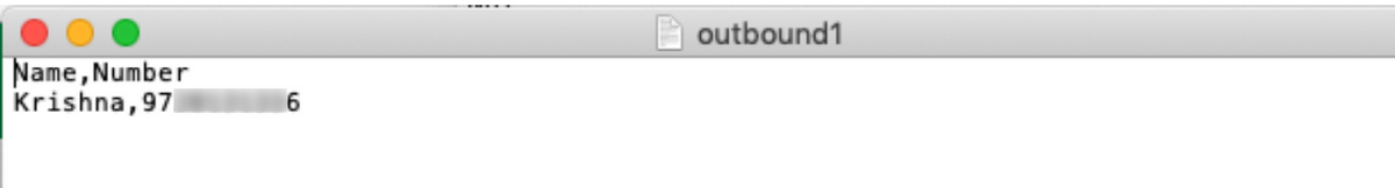
Campaign Mapping

Select All

Search

Select	Campaigns	Campaigns	Pacing Mode
<input type="checkbox"/>	krisDemoPreview	PREV_krisDemoPreview	BSFT PREVIEW
<input checked="" type="checkbox"/>	kris_progressive	EP_Krisoutdial	BSFT PROGRESSIVE

Step 10. Create a sample contact file.



11. Navigate **Campaign Edit Contact List add contact list Upload Contacts.**

List ID	Global List ID	Start Time	End Time	Records Available	Records Pending	Status	Actions
43	NA	04/09/2019 03:46 PM	03/09/2020 03:50 PM	1	0	Active 100%	Scrub Contacts, Upload Contacts
42	NA	04/09/2019 03:46 PM	03/09/2020 03:47 PM	1	0	Active 100%	Scrub Contacts, Upload Contacts
41	NA	04/09/2019 03:42 PM	03/09/2020 03:44 PM	1	0	Stopped 100%	Scrub Contacts, Upload Contacts
40	NA	04/09/2019 03:42 PM	03/09/2020 03:42 PM	0	0	Stopped 0%	Scrub Contacts, Upload Contacts
39	NA	04/09/2019 02:44 PM	03/09/2020 02:44 PM	1	0	Active 100%	Scrub Contacts, Upload Contacts
38	NA	03/09/2019 08:11 PM	02/09/2020 08:11 PM	0	0	Stopped 0%	Scrub Contacts, Upload Contacts

Select the correct Delimiter as in the contact file (,). Chose the file.

Upload Contacts

Enable to view one panel at a time

Import File

Source Type Formatted File Database Table Database View

Delimiter ,

Choose File

Choose your file here to Upload.

UPLOAD

Select Zone name as Campaign specific Time zone

ZoneName Campaign Specific TimeZone

Select the Number field from the file into the Mobile mode or other applicable modes which could be home, office, etc.

Modes Mapping

Modes	Fields
Mobile	Number

Click Upload and Click Refresh. The new contact list must appear in a couple of seconds.

Configure Campaign kris_progressive

Contact Lists

Showing 1 - 10 of 43 records

List ID	Global List ID	Start Time	End Time	Records Available	Records Pending	Status	Actions
43	NA	04/09/2019 03:46 PM	03/09/2020 03:50 PM	1	0	Active	100%
Contact							
Processed	Uploaded	Failed	Duplicate	NDNC		Corporate DNC	
1	1	0	0	Contact	Mode	Contact	Mode
				0	0	0	0
Upload Details							
Time	Type	Sub-Type	Mode Failed	File Name			
04/09/2019 03:51 PM	MANUALUPLOAD	NEW	0	outbound1			

12. Open Agent Desktop Application and change the status to Available. The system automatically starts calling the numbers you uploaded in the contact list.



SESSION DETAILS

wcbrequestid: AWLunVbP_1uTFjV894r9
origin: Web Call-Back
externalId: 48|3|178|0|0|15|2
enterpriseid: 1000005
_xera_guid: 36fdc249-04dd-4217-af3d-27028f71203c
__lcmContact: {"dnis":"97[REDACTED]6","externalId":"48|3|178|0|0|15|2","entryPointId":1007235,"contactData":[{"name":"Campaign Id","value":"kris_progressive"}, {"name":"Campaign Type","value":"Progressive"}, {"name":"Campaign Group","value":"EP_Krisoutdial"}, {"name":"Contact ID","value":"48"}, {"name":"List ID","value":"24"}, {"name":"Zipcode","value":""}, {"name":"Areacode","value":"0"}, {"name":"State Name","value":""}, {"name":"Time zone","value":"(UTC-06:00) Central Time (US and Canada)"}],"callMeNow":true}

Zipcode:
Time zone: (UTC-06:00) Central Time (US and Canada)
State Name:
List ID: 24
Contact ID: 48
Campaign Type: Progressive
Campaign Id: kris_progressive
Campaign Group: EP_Krisoutdial
Areacode: 0
virtualTeamName: kris_OB
dnis: 97[REDACTED]6
ani: