

If this email is not displaying properly, [view it online](#).

# VAROLII Outreach Newsletter

## In This Month's Issue

NOVEMBER 2009

[Taming the Wild West: Radically Improving Contact Centers](#)

[What Do the FTC's Telemarketing Rules Mean for You?](#)

[New Reporting Training: 14 Web Training Modules](#)

[Photos: Were you with Varolii at ACCE 2009 in Vegas?](#)

[Contact Center Optimization - An Oxymoron?](#)

[Insider Access: Upcoming Educational Opportunities](#)

## Upcoming Events

[BAI Retail Delivery: Nov. 3-5, 2009](#)  
Location: Boston  
Industry: Financial Services  
Booth: 731

[MBA National Mortgage Servicing Conference & Expo: Feb. 23-26, 2010](#)  
Location: San Diego  
Industry: Financial Services/Mortgage  
Booth: TBD

[Interaction '10: Mar. 22-24, 2010](#)  
Location: Scottsdale, AZ

## Learn More

Missed a recent Webinar?  
Interested in how other companies are using Varolii?

[Visit the Varolii Resource Center](#)

## Taming the Wild West: Radically Improving Contact Centers with Mass Personalization

By Mary Bartels, Director of Contact Center Solutions, Varolii



At times, today's contact centers can seem a lot like the old Wild West: chaotic, fast-paced, and turning a blind eye to the rules governing what people do on a daily basis. While contact center managers aren't dealing with gunslingers in a life-or-death situation, there is something to be said for taking a step back and considering better ways to deal with the ever-present challenges.

As a call center consultant, I have spent my career providing advice to some of the world's leading companies on how to run an efficient call center. Some of the companies I've worked at or consulted for include Medco, FTD, CapitalOne, and Aflac. So when Varolii asked me to join their team and serve as a "been-there, done-that" resource for improving contact centers, I jumped at the chance. Why? Because frankly, I was absolutely intrigued with the company's technology and could immediately imagine the slew of improvements this technology offers contact centers.

As I'm sure you know, Varolii technology often touches many areas of your business, including customer service, collections and marketing. All of these areas rely on each other and share the same goal: to improve revenue while building and maintaining strong relationships with customers.

→ [Read the full article here](#)

## FTC Updates the Telemarketing Sales Rule: What Does it Mean and How are Varolii Clients Impacted?

On Sept. 1, the FTC's new rules restricting pre-recorded telemarketing messages went into effect. While the rule does not apply to most of the messages you currently send through Varolii, we thought you may be interested in learning more about the new rules and how it might affect the communications Varolii sends on your behalf. We sat down with Varolii General Counsel Jeff Shelby for a Q&A session.

→ [Read the full Q&A here](#)

## Varolii in the News

["Disaster recovery and business continuity planning strategies for natural disasters."](#)  
[SearchDisasterRecovery.com](#)  
October 19, 2009

["Managing the H1N1 Crisis,"](#)  
[Redmond Channel Partner](#)  
October 15, 2009

["The Art of the Alert,"](#)  
[ITBusinessEdge](#)  
October 12, 2009

## Contact Us

Outreach Editorial Team  
[Customers@Varolii.com](mailto:Customers@Varolii.com)

Sales Team  
[Sales@Varolii.com](mailto:Sales@Varolii.com)

Public Relations  
[Media@Varolii.com](mailto:Media@Varolii.com)

---

## New Reporting Education: 14 Web Training Modules to Help You Get the Most Out of Your Reports & Tools

Varolii is now offering our clients more reporting education to better manage the results achieved from their proactive outbound communication campaigns. There are 14 new Web-based training modules that highlight specific reports and tools, such as Ad Hoc Download, Results Summary, Campaign Summary and more. The modules average 13 minutes in length and can be accessed on your own time. Take a look and learn more about the tools at your fingertips. Next month, we'll feature the entire issue of Outreach on Varolii's reporting tools - so stay tuned!

→ [Visit the \*Reporting Central\* training site](#)

---

## Were you with Varolii at ACCE in Vegas?

Last month, Varolii attended ICMI's ACCE Conference & Expo, a place for leaders in the contact center industry to network and learn more about maximizing the performance of call centers. Several Varolii customers stopped by the Varolii booth and attended the thought-provoking sessions at the Mandalay Bay Hotel. Check out the photos!

→ [View Varolii photos from ACCE 2009](#)

---

## Contact Center Optimization - An Oxymoron? A Communications Platform to Help Transform Your Contact Center Into a Lean, High-Tech Machine

Every interaction your call center has with your customers is an opportunity to either make or break a relationship. Wouldn't it be nice to offer every customer immediate and extensive personalized help? They'd surely be a customer for life! But at what cost?

No one can afford to provide personalized attention the old way. Call centers need to be lean, efficient and get the job done in the fastest way possible. Is there a way to exceed customer expectations AND improve center performance? With this challenge in mind, Varolii has developed a set of tools as part of the new Unified Varolii Interact Platform specifically designed to solve call center problems:

***The new Unified Varolii Interact Platform includes:***

**Contact Center Agent:** A web-based, interactive communication tool that empowers supervisors and agents to overcome staff management challenges.

[Learn More >>](#)

**Queue Management:** A new feature that maximizes agent productivity by synchronizing inbound call volume to contact center capacity.

[Learn More >>](#)

**Agent Connect:** A new feature that immediately reaches high-priority customers by intelligently connecting them directly to an agent based on priority and previous outcomes of automated notifications.

[Learn More >>](#)

**Call Me Now:** A new solution that sends individualized, two-way SMS notifications connecting your high value, high-risk customers with available agents via voice.

[Learn More >>](#)

---

## Insider Access: Upcoming Webinar Opportunities

This month, Varolii will be hosting a Webinar to discuss the IT ramifications of using proactive outbound communications. Learn how existing customers have integrated our tools with their existing infrastructures. They will discuss challenges experienced and the steps to create a successful proactive outbound communications program. Also, we'll be hosting a Webinar on our latest multi-channel call center technology, Call Me Now.

Nov. 17, 2009

[Reach the Hard-to-Reach Customers](#)

Nov. 19, 2009

[Drive Business Results While Freeing Up Time and Budget, What You Need to Know](#)

---

For more information about Varolii, please visit us at [www.varolii.com](http://www.varolii.com)

**VAROLII**  
CORPORATION



This email was sent by: **Varolii**  
821 2nd Avenue, Suite 1000 Seattle, WA, 98104, USA

[Choose Your Preferences](#)

You are receiving this email because you are a Varolii customer. If you prefer not to receive email messages from Varolii, [click here](#) to leave this list.