

Vivocha Campaign Builder

Customer Care Made Easy

Vivocha's Campaign Builder is the powerful service creation environment available within the platform. It allows administrators to easily define a set of strategies and rules whose ultimate purpose is to let a group of agents providing support by a variety of different Channels.

A Campaign is a set of engagement strategies, proactivity rules and specific constraints to allow a target to reach a group of agents.

Campaign Settings

Media:

Choose which media are available and who can escalate during the conversation (agent or user). You can also start a contact directly from the video or the voice channel.



Languages:

Use the languages detection strategies: configure the widget and the interaction app to manage multiple languages on a single campaign.



Routing:

Assign tags to specific services and use the smart routing to provide different configurations to automatically distribute a contact to one or more available agents.



Channels

Web:

Engage visitors from every kind of device. Include or exclude specific pages and domains in a single entry point or define limitations based.

The Campaign builder provides the tools to implement the business logic and to define:

- Website or pages where the widget should appear
- Proactivity rules
- Data collection and survey forms
- Detection strategies for languages
- Look and feel of the widget.



Mobile:

Interact with users on mobile native apps. Each smartphone entry point corresponds to a single app and it must be associated with a theme to engage and interact with users.



Facebook:

Agents can be contacted by the users from the Facebook page of your company, providing them with the chance to send a message through the messenger application.



WhatsApp:

Contact your customers on WhatsApp. The agents can handle the interaction through the Vivocha console as for other kinds of contacts, and can chat with the user and escalate to the web channel if more specific actions are required. (Channel still in beta).



SMS:

Provide support to users sending notification and reminders through SMS and handle conversation simply on the Vivocha console.



Telephony:

Allow agents to handle contacts that came from an inbound phone number and insert them into a specific campaign strategy.



Library

The library is a toolbox for campaigns. Create different kinds of tools that you can use every time you need when creating a campaign. In the library you can find:

- Custom variables
- Data collection and survey.

