

Vivocha Campaign Builder

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 with the ultimate purpose of helping a group of agents provide support through a variety of different Channels.

Customer Care Made Easy

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 what media is available and who can escalate during the conversation (agent or user). You can also start a contact directly from the video or voice channels.



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 smart routing to provide different configurations to automatically distribute a contact to one or more available agents.



Channels

Web:

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

The Campaign builder provides the tools necessary to implement 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 directly through the messenger application.



WhatsApp:

Contact your customers on WhatsApp. Agents can handle interactions through the Vivocha console just like any other contact, and chat with the user or escalate to the web channel if more specific actions are required. (Beta)



SMS:

Provide support to users by sending notification and reminders through SMS and handle conversations easily 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 like 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.

