
A Guide to:

CLOUD CALL CENTER

Streamline tasks and have more quality conversations.





CallFire is a cloud-based communications solution designed to save your business time and money. With CallFire's powerful voice and text messaging services, you can reach your customers instantly!

MAKING CALLS ALL DAY? NEED A BETTER WAY TO MANAGE YOUR OUTREACH?

Cloud Call Center (CCC) is a power dialer that allows you to make calls without hand dialing; it connects you to your list of contacts in seconds and keeps you efficient and productive.

This guide will introduce you to CallFire's Cloud Call Center, explain some of the important features, and give you an idea of how to make the most of this product.

Clients have also bundled Cloud Call Center with other CallFire products:

Interactive Voice Response (IVR) to route inbound returned calls to the correct person.

Call Tracking to track the effectiveness of your agents' returned calls.

Or check out these other communication products from CallFire:

Voice Broadcast to deliver personalized voice messages by phone.

Text Broadcast to reach your customers right in their pocket.

With CallFire, you'll reach more people in a shorter amount of time.

Getting Started with

CLOUD CALL CENTER

CallFire's Cloud Call Center puts your outbound dialing into overdrive. Most agents don't enjoy hand-dialing, leaving voicemail messages, receiving busy tones, and filling out spreadsheets. Use Cloud Call Center to streamline these time-consuming tasks and spend more time having quality conversations.



WHAT IS CLOUD CALL CENTER?

A cloud-based call center is stored in the web, rather than hosted at a physical location. Outbound call centers are operated for telemarketing, donation solicitation, debt collection, market research, and more. You can configure CallFire's Cloud Call Center for a single agent or for thousands -- there are no limits, and pricing is based on a simple hourly rate. Best of all, your agents can log in to CallFire CCC from anywhere at anytime to make their calls!

CLOUD CALL CENTER FEATURES

Additional Features:

- ✓ Upload contacts from Excel
- ✓ Unlimited call transfers
- ✓ Call dispositions and statistics
- ✓ Campaign, list and sound management
- ✓ Customer history and notes
- ✓ Real-time reporting APIs
- ✓ CRM integration support

When hand dialing, most agents make between 30 and 50 calls per hour.

With the CallFire Cloud Call Center product, agent productivity is increased by 30% or more!

Here are some of the features that make Cloud Call Center an essential part of your outbound marketing toolkit:

Smart Drop - Save time by leaving a pre-recorded message when an answer machine picks up.

Multi-Line Dialing - Dial multiple numbers at once to keep your agents connected.

Call Skip - Skip a contact before the number is dialed.

Local Time Dialing Restrictions - Set your time restrictions, and the system automatically dials numbers within the indicated time zones.

Automatic Retry - Busy signal? No answer? Schedule automatic retries, and set the frequency of those retry attempts.

Number of Rings - Modify how many rings allowed before moving on to the next call to ensure you're maximizing your time.

Integrations - Cloud Call Center works with Salesforce, Zoho, Nationbuilder, and Netsuite.

For Example:

EFFICIENT CALLING HELPS RAISE \$6.3 MILLION



We had to find a system that volunteers could use from their homes.

Home to nearly 40,000 farms, the Evergreen State (Washington) cherishes its natural, edible resources. Political groups like Yes on 522 have sprung up in an effort to make labeling genetically engineered food the state law. Raising awareness and money to support the Yes on 522 campaign requires tireless work by volunteers calling a seemingly endless number of citizens on a daily basis. Yes on 522 needed the best solution to handle its outbound calling needs, so it turned to CallFire.

For the last three years, the Yes on 522 committee has been using CallFire's Cloud Call Center solution for multiple campaigns in an effort to make the most of its small army of callers.

Cloud Call Center is a multi-line power dialer that allows an individual agent or volunteer to triple productivity by skipping over busy signals, bad phone numbers, and unanswered calls. Rather than dialing one phone number at a time by hand, a campaign manager uploads lists of phone numbers to be dialed.

Days before the November 5th election, the Yes on 522 committee raised \$6.3 million from thousands of individual donations with the help of CallFire's efficient calling solution.

To read the full case study, visit: www.callfire.com/case-studies.

CONTACT US TODAY!

In this guide, we've explored some of the great features and uses of Cloud Call Center. This guide is by no means exhaustive, so please contact us to discuss how CallFire can work best for you.



LET'S CHAT

We'd love to talk to you. Connect with CallFire on:

WEB

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JOIN THE CONVERSATION

