

# Configure Your Outbound Calling Pattern

Vonage Cadence is a business process automation tool that allows you to configure an outbound calling pattern, or Cadence, to increase successful connections with prospects or customers.

Contacts matching desired criteria are automatically retrieved from the CRM and pushed to representatives. These matches include dynamic call outcomes for each individual step within the Cadence, and then saved to the CRM.

Call outcomes are conditionally evaluated at each step to direct the contact through the Cadence—which prompts another action or logging of the outcome.

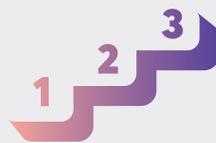


## Why Is It So Difficult to Stay in Touch?

Even though individuals are more accessible, they are not necessarily more connected.

In fact, people have become muted to attempts to make contact due to communication overload across channels—and the contact center is no exception.

Unfortunately, this makes it far more difficult to engage customers or get in touch with prospects.



Configure your outbound communications and boost sales and service efficiency by automating each step.

## Sales Leader Capabilities

Studies show that it takes as many as eight attempts on average to connect with prospects—with the typical sales representative only trying twice before giving up.

The Vonage Cadence solution allows you to configure your entire outbound communications strategy and ensure that the process is completely automated for your sales representatives.

- Reduce administrative time
- Simplify process for agents to follow outbound campaign rules
- Log all steps in the CRM automatically
- Free representatives to do what they do best—sell

## Sales Leader Benefits

- Remove process overhead and minimize representative administration
- Prioritize high-value prospects, increase lead qualification, and generate more pipeline
- Accelerate onboarding, increase dial rates, and maximize connections
- Encourage up- and cross-sell opportunities
- Discover key insights to secure repeatable success

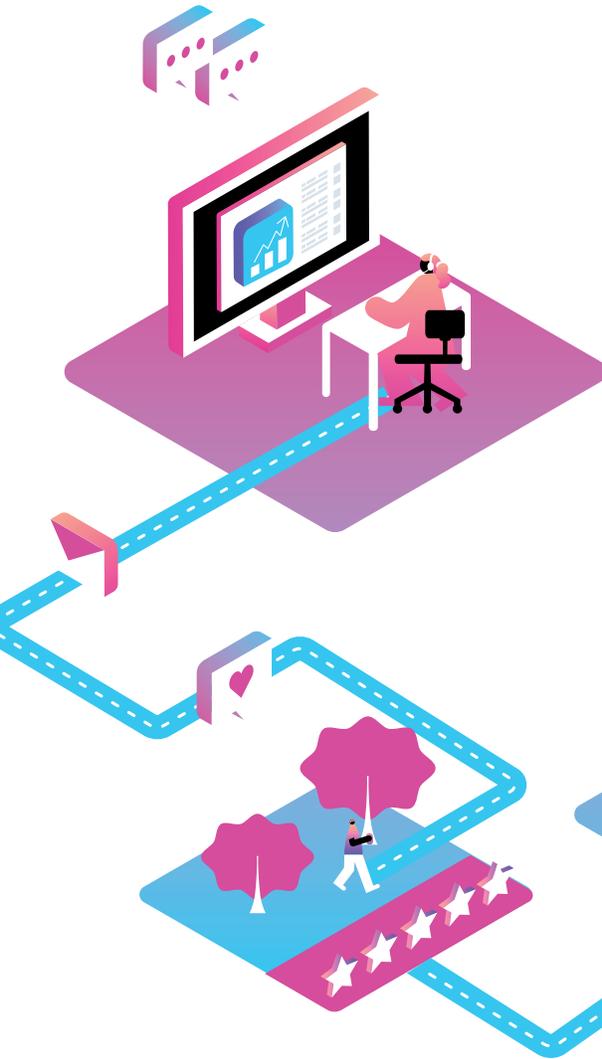
## Service Leader Capabilities

Leading analysts indicate that most companies now compete on customer experience alone. Since existing customers are your most valuable asset, Vonage Cadence provides an effective communications strategy to drive up CSAT scores, organize appointments, or simply follow up as promised.

- Reduce administrative time
- Simplify process to follow outbound interaction rules
- Log all steps in the CRM automatically
- Free agents to do what they do best—serve

## Service Leader Benefits

- Confirm data driven follow ups
- Improve CSAT, increase customer loyalty, and encourage upsell
- Reduce customer churn
- Deliver on Service Level Agreements
- Optimize agent utilization and ensure better service



Make valuable customer and prospect connections—driven by your data, improved by our insight.

## Contact Us

Vonage Contact Center powers customer engagement that transforms businesses globally. The award-winning cloud customer contact platform revolutionizes the way organizations connect with their customers worldwide, enabling them to sell more, serve better and grow faster.

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For more information visit [vonage.com/contact-centers](https://vonage.com/contact-centers).