

# OmniBoss

OmniBoss delivers essential tools and capabilities for campaign creation, organization and management — empowering users to execute successful communication strategies.

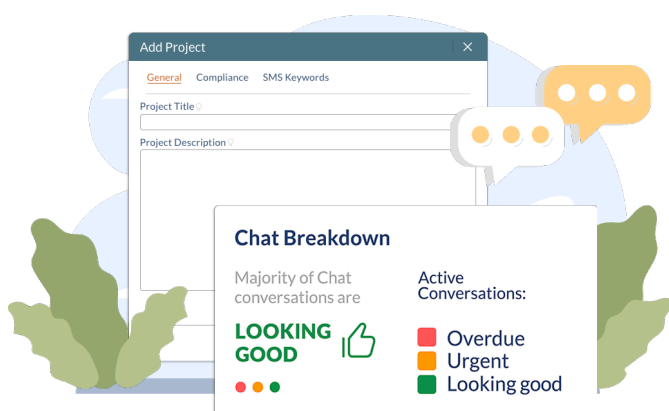
OmniBoss equips your organization with all the tools it needs to efficiently execute unique contact campaign strategies with ease and precision. Whether you're managing small-scale, single-channel initiatives or orchestrating complex, multi-channel campaigns, OmniBoss provides the flexibility, control and scalability you need to meet your business needs.

## Effortlessly maximize campaign performance

By grouping campaigns into projects, OmniBoss enhances day-to-day operations, ensuring campaigns remain focused and productive.

With OmniBoss, you gain powerful tools to manage chat, email and SMS campaigns, ensuring consistency across all communications. Features such as canned responses, dispositions and standardized email signatures streamline campaign execution, delivering a unified customer experience while simplifying the agent environment. OmniBoss also allows managers to rapidly create and test campaigns, boosting agility in a rapidly evolving market.

Plus, the OmniBoss dashboard offers a comprehensive view of live conversations and agent status, facilitating superior customer service and making rapid supervisor engagement available when needed.



Through OmniBoss, managers benefit from complete visibility across all communication channels. This holistic view enables effective performance tracking, campaign optimization and data-driven decision making to ensure continuous improvement and responsiveness to evolving business needs.

## Benefits

- Plan, execute, monitor and control campaigns
- Create multi-channel campaigns through SMS, email and chat
- Access the dashboard and analytics in real time
- Quickly create campaigns with the asset library

## Features

- Leverage unlimited projects and campaigns
- Separate inbound and outbound SMS and email campaigns
- Route customers to their preferred agent with skill-based routing
- Manage unsubscribe and opt-out options in each campaign
- Seamlessly join or monitor live conversations as a supervisor
- Test chat campaigns without a code deployment
- Personalize responses with email signatures
- Utilize custom dispositions in each campaign

## Use Cases

- Execute multi-channel campaigns with chat, SMS and email as easily as if you were running a single-channel campaign
- Balance workloads across channels by limiting the number of conversations an agent can be assigned to
- Conduct A/B testing and execute the most effective strategies by organizing campaigns with projects
- Improve accuracy and brand messaging by creating a canned message for account balance inquiries
- Create campaigns more quickly by using the asset library
- View urgent and overdue conversations in real time from the supervisor's dashboard

The screenshot displays the OmniBoss interface. The top header includes the OmniBoss logo, a user profile for Greg Brailsford, and notification icons. The left sidebar contains navigation icons for a sun, a list, and settings. The main content area is divided into two sections. The left section, titled 'Projects', features a search bar and a list of projects: SMS Campaigns (01/24/23), Chat Campaigns (11/16/22), Email Campaigns (10/25/22), and Example Project 3 (01/10/22). The 'Email Campaigns' section is expanded, showing 'Inbound Email Campaign' as the selected item. The right section displays campaign details for the 'Inbound Email Campaign', which is marked as 'Active'. It includes a 'Max Messages Sent Per Hour' of 6000, a 'Tasks' summary (Total: 80, Complete: 5, Pending: 0, Failed: 75), and a 'Basic Setup' section with fields for Campaign Name, Description, Channel Type, Timezone, and Shorten Url.

Sort by:	Created Date	Title
	01/24/23	SMS Campaigns
		Inbound
		Outbound Customer Alert
	11/16/22	Chat Campaigns
		Chat Example
		Desktop Chat
	10/25/22	Email Campaigns
		embed payment links
		<b>Inbound Email Campaign</b>
		Outbound Campaign
		Outbound NLC Testing
	01/10/22	Example Project 3

Max Messages Sent Per Hour:	6000
<b>Tasks</b>	
Total:	80
Complete:	5
Pending:	0
Failed:	75
<b>Inbound Email Campaign</b> ● Active	
<b>Basic Setup</b>	
Campaign Name:	Inbound Email Campaign
Campaign Description:	Inbound emails
Channel Type:	Email
Timezone:	America/Denver
Shorten Url:	False

