

List Management Services

List Management Services (LMS) provides a straightforward, automated solution for uploading contacts and scheduling campaigns.

By leveraging data pipelines, LMS automates customer list processing and every step of campaign management, from data retrieval and manipulation to data enrichment and campaign scheduling. This boosts productivity, minimizes manual errors and ensures agents always have access to the info they need so they can avoid menial, time-consuming tasks and focus their time on more impactful work.

Manage your data with ease

With LMS, contact centers can integrate data from various sources and channels, resulting in time savings and reduced errors. Acting as the central hub for data exchange, LMS simplifies data access and management, ensuring a smooth flow of information. Additionally, LMS provides strong assurances that sensitive data is securely transmitted, received and stored throughout its journey while in your custody, safeguarding your data and ensuring compliance.

By simplifying the migration and management of data, LMS minimizes potential errors during key processes like filtering, scrubbing, sorting, reshaping, enriching and processing. Advanced decision making becomes easier when leveraging the data stored within LMS. Furthermore, LMS enhances data enrichment by integrating with

other essential TCN and third-party services to automate processes like skip tracing, compliance scrubbing, data dips and consent management.

LMS offers a robust solution for contact centers to optimize their list management processes. Its central data repository, advanced data management features, increased visibility, administrative efficiencies and gateway to omnichannel functionality make it a valuable addition to any contact center's operations.

Benefits

- Automate data import, export, campaign scheduling and administration
- Combine and map data from multiple data sets
- Automate omnichannel scheduling
- Enhance consumer experience and provide more self-serve options with data dips
- Integrate with third-party services and payment processors

Features

- Leverage convenient Secure File Transfer Protocol (SFTP), ad hoc upload, journey collections and web entry points
- Transform, manipulate and transfer data through entry points, nodes and endpoints while



being guided by actions and expressions

- Enhance existing records by adding supplementary information for improved insights
- Ensure compliance by automating scrub lists and compliance checks against Natural Language Compliance (NLC) rules
- Incorporate data from other collections through journey enrichment to enhance data lists
- Check records against the consent database to verify opt-in status
- Ensure the smooth flow of data out of the pipeline through exchanges

- Scrub and identify cellular numbers to identify whether to contact by voice or text
- Fix limitations on the current CRM solution with advanced sort, filter and data normalization tools
- Map various result codes into a unified set
- Save time by automating daily list management routines
- Filter and sort to identify which contacts should be prioritized
- Eliminate middleware between vendors

Use Cases

- Automate the building and scheduling of campaigns
- Filter out unwanted contacts based on zip or area codes

