



List and Campaign Manager

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Overview

List and Campaign Manager (LCM) is a powerful campaign management and list management tool. LCM is designed with the functionality and features to increase right party contacts and meet campaign objectives in an outbound environment. By intelligently managing customer contacts as they move through the system, LCM enables contact centers to reach the right people at the right number to best meet campaign objectives.

This is the application for the new-age contact center that aims at deep contact penetration with high success rates. The major advantages of the LCM application are visible in almost every sphere of operation.

- **Campaign**—User-friendly UI makes campaign management easy and saves up to 50% of your time. Complete campaign elements in one place enables you to create a campaign and have it up and running in no time.
- **Modes**—Various ways you can reach the customer such as Home Phone, Work Phone, Cell Phone.



Note Channels other than Voice (Email, SIP, and other multimedia channels) are not supported in this release.

- **Real-time Reports**—The dashboard analyzes data in-depth and presents a bird's eye view of the Campaign Management performance in real time.
- **Contact Strategy**—A slew of configurable contact strategies ensure you never miss a contact anywhere, anytime.
- **Contact Selection Strategy**—CSS schedule configuration made easier to choose between a single strategy for a contiguous block for the entire campaign day, or different schedules for as little as 15-minute intervals.
- **Scripting Tool**—Allows you to configure call guides (for Voice campaigns) for the agent.
- **Statutory Compliance**—The DNC, NDNC, and PEWC features make sure the laws of the land relating to contact dialing are always followed.



Note PEWC screening is not available in this release.

- **Section 508**—The application is compliant with provisions of Section 508, and enables ease of operation for special persons. See the VPAT document for compliance details.
- **FIPS**—This release is compliant to Windows Platform FIPS-validated cryptographic algorithms. This provides enhanced security to all users and end customers of this application. Advanced Encryption Standard (AES) is a specification of encryption of data as established by the US National Institute of Standards and Technology.

Campaign Overview

Here is an overview of how a campaign is orchestrated:

- The contacts are uploaded into the LCM database.
- LCM creates contact files based on filters or system conditions.
- If the call is patched to an agent, business outcome is indicated by the agent.
- LCM takes the agent stated outcome and applies the call strategy and reschedules (or closes) the contact.
- Based on the rate at which the contacts are dialed, LCM supplies further contacts to Dialer.

LCM Console

LCM Console is an administrator module that you can use to perform the following tasks:

- Configure application parameters
- Manage campaigns
- Manage lists
- Manage users
- Maintain call strategies and business outcomes
- Create call guides for agents to use

Starting the LCM Console

To launch the LCM Console:

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- Step 1** Log in to the Webex Contact Center Management Portal.
 - Step 2** Click the **Campaign Manager** link on the navigation bar.

Your LCM Console Home page will open in a separate tab. It might take several seconds for the page to appear.

Understanding the LCM Console

Click any module to open the specific page. The LCM Console module page is displayed. The look and feel of all module pages are similar.

The components on the LCM Console module page are explained below:

- **Page Header**—The page header contains the following:
 - **Expand or Collapse Left Navigation**—Use this to expand or collapse the left navigation pane, the main menu.
 - **User Name**—The logged-in user name.
- **Left Navigation**—This is the main menu showing links to the various modules of the application.
- **Content Area**—The work area displaying the configurable fields as entry areas, drop-down lists, check boxes, and so on, applicable to the menu item.

Home Page

The Home page, is the gateway to the LCM application. The Home page contains the following widgets:

- Real-time Snapshots
- Quick Links
- Campaign-Specific Quick Links
- To-do List

Real-Time Snapshots

This widget contains important snapshots that provide a live, high-level, 360-degree view of the LCM application.

The following information is cumulative for the application from its installation and first use:

- **Active Campaigns**—This section displays the application-wide number of active campaigns. This also shows the number for campaigns in Total, Inactive, and Elapsed categories.
- **Total Contacts**—The total number of contacts uploaded to the application across all campaigns. This also shows a break up of Open, Fresh (yet to be dialed), Scheduled, Closed, and Other contacts.

The following information contains data only for the current day (server time zone/ UTC):

- **Contacts Dialed**—This shows the total contacts dialed across all campaigns.
- **Contacts Connected**—This shows the total contacts successfully connected.

- **Calls Dialed**—This shows the total calls dialed across all campaigns. This includes multiple dial outs for same contacts.
- **Calls Connected**—This shows the total calls connected between an agent and a customer across all campaigns. This includes multiple connects for same contacts.

Click the **Refresh** button on the top right of the Content Area to refresh data on the Home page.

Quick Links

This widget links you to various pages on the application, across all campaigns. This makes navigation to the desired page easier and faster, a single click from the Home page.

To add a new page to the **Quick Links** widget:

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- Step 1** Click the **Settings** button on the header line of the **QuickLinks** widget to add a new quick link page.
 - Step 2** Select check boxes corresponding to the pages that you want listed in the **QuickLinks** widget.
 - Step 3** Click **Save**.
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Campaign Specific Quick Links

This widget links you to various pages relating to campaigns on the application. This makes navigation to the desired campaign-related page easier and faster, a single click from the Home page.

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- Step 1** Navigate to the **Campaign** listing page.
 - Step 2** Click the **Edit** button on the **Action** bar of the **Campaign** for which you want a quick link.
The **Campaign Configuration** page opens.
 - Step 3** Click the **Link** button on the desired configuration item to place the quick link on the widget.
 - Step 4** Click the **Delete** button to delete the quick link.
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To-Do List

The LCM application provides an inbuilt to-do list, useful to track or manage activities to be handled by the Webex Contact Center administrator. This widget acts as a versatile application- embedded diary. You can add tasks that need to be addressed in a to-do list.

The **To Do List** widget shows the remaining days for the task to be completed and is color coded as below:

- Green when the remaining time to perform the task is in days
- Orange when the remaining time to perform the task is in hours
- Blue when the remaining time to perform the task is in minutes
- Red when the task is overdue

On completion, select the check box alongside the task to mark it as completed.

Adding a Task

To add a task:

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- Step 1** Click **Add New** on the header line of the **To Do List** to add a new task.
 - Step 2** Enter a **Title** for the task. For example, Launch a Voice Campaign.
 - Step 3** Enter the **Activity** to be performed as part of the task. Activity related to the above item might be, Create Campaign for January Marketing launch.
 - Step 4** Enter a **DateTime** for completion of the task.
 - Step 5** Click **Save**.
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