

# Customer Outreach Solutions and Applications in North America

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## Abstracts

In recent years, proactive communications for customer service have been one of the most in-demand contact center solutions. While basic dialer-based technologies which simply connect agents to callers have been around for years, new proactive communications solutions and applications provide a greater level of complexity and personalization capabilities. They therefore offer more benefits in terms of enterprise RoI and potential increases in customer satisfaction. The hosted deployment model offers swift software updates, faster deployments, and faster time-to-RoI; it is more competitively priced than on-premise configurations.

From a technological standpoint, vendors are offering tools that enable enterprises to introduce business intelligence and rules into each outbound notification. As the North American customer base diversifies in terms of demographics and technological proficiency, the intelligence and interactivity of a proactive notifications suite have become and will continue to be major points of differentiation.

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Vendors need to concentrate on their analytics capabilities and the ability to provide interactive dialogs across multiple channels

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