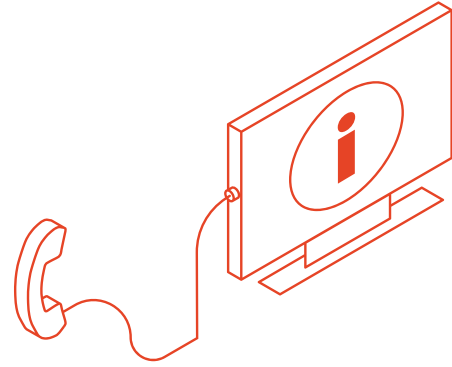




# Marketing Routing System (MRS)



**Call your customer back, when it suits them.**

Imagine you knew why a caller was calling and where they'd picked up your number before you even answered their call. With MRS, a simple platform to manage all your published numbers, media sources, brands and marketing campaigns you can gain huge insights from one single tool.

## How CCBox **MRS** Works...



### **DEFINE**

Establish your marketing objectives through media sources and brands. Manage your published telephone numbers and NGN's via location, region, target and campaign.



### **DIRECT**

Ensure all of your calls reach the appropriate destination using a simple, reputable user interface to allow non-technical staff to direct calls to the correct end points. Accompany those calls with information, images, CRM tasks, related to the campaign.



### **DEMONSTRATE**

Demonstrate the effectiveness of campaigns utilising reports and metrics to measure success.

## Why choose CCBox **MRS**?

### **IN-HOUSE MANAGEMENT TOOL**

By bringing a complex marketing strategy tool in-house, it is easier to manage and control all communication campaigns using one user interface. Route and source your marketing campaigns from their beginning through to the final destination. Give your agents a head start, knowing exactly why the caller is calling, before they even speak to the customer.

### **REDUCE EXPENDITURE**

No need to outsource your marketing departments communication and telephony strategy, all campaigns can be managed

in-house. Atomise the content of your marketing strategy and import it into the MRS system to build your campaigns through the tool.

### **ENHANCE DATA BEHIND MARKETING CAMPAIGNS**

Assign data to the calls and link with your own reporting system to develop a further understanding of the success rate of each campaign, and delight your customers and your agents, with the level of knowledge and information presented to your agents at the outset of the call.

When you know what works, repeat!