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SOLUTIONS

# Viases Cloud CMS



Viases Cloud CMS is a cloud-based, fully integrated, smooth campaign management system especially devised for organizations' sales and marketing departments to improve call center campaigns and increase customer experience efficiency. Viases Cloud CMS offers integrated customer communications channels such as outbound IVR, outbound calls, SMS, e-mail, and social media to engage with customers properly. Viases Cloud CMS provides a multi-channel and multiparty system delivering different dialing models, SMS and e-mail campaign management system and a voice recording system over the cloud.



# Viases Cloud CMS

**Viases Cloud CMS offers integrated customer communications channels such as outbound calls, chat, SMS, e-mail, and social media to engage with customers properly.**

## + Viases Cloud CMS Features

A single system for all campaign needs

- \* outbound voice
- \* outbound IVR
- \* SMS
- \* e-mail
- \* social media

Increased dialing efficiency using a predictive dialer algorithm

Effective and efficient recording and quality management capabilities

User-friendly and ideal agent interface to strengthen agents' multiple campaign management

Powerful and flexible scripter tool to design and deliver campaigns

Provides CPD (Call Process Detection) to guarantee the right customer connections and increase efficiency with answering machine detection

No need for infrastructure investments

Skill-based routing to deliver calls to the right customer representative

Tools for any kind of CRM integration

Powerful reporting tools



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