

Standalone Outbound Campaign Dialer

Data Sheet



Outbound Campaign Dialer

Comstice Outbound Campaign Dialer helps to create dialer campaigns to run as standalone or integrates with your IP-PBX such as Avaya Session Manager and Cisco CUCM.

By using Comstice Dialer, you can have the full business lifecycle management of the Outbound Campaign Management including Campaign Performance, Regulatory Policy Management, Business Outcomes and Revenue Management.

Benefits:

Comstice Dialer helps in the following areas;

- maximum performance from outbound campaigns
- improve campaign performance quickly during the campaign with better monitoring tools
- eliminate low-performing resources and focus on the highest performers
- constantly updated platform with Outbound Campaign Best Practices

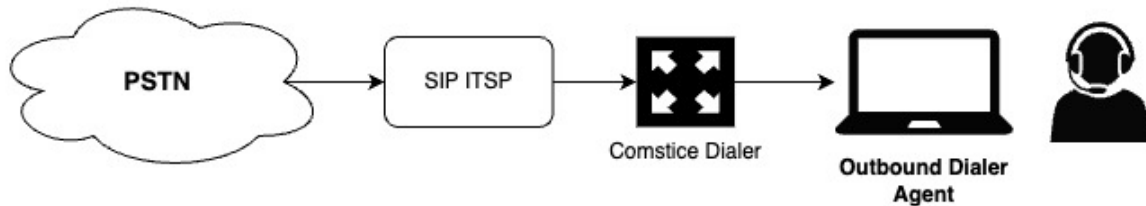
Features

Comstice Outbound Campaign Dialer solution;

- can work with standalone or with Cisco CUCM and Avaya Session Manager
- simplifies campaign creation, monitoring and reporting
- built-In IVR with ASR and TTS
- runs all the customer service applications on the web browser including agent softphone
- integrates with customer-owned SIP trunk connections
- provides fully encrypted audio (sRTP) and signalling (HTTPS)
- Call recording module with real-time sentiment analysis feature
- Supervisor silent monitoring for supervisors
- Fully encrypted data at rest and data in transit

Solution Topology: Standalone

.Comstice Outbound Dialer can be hosted on a virtual server by the customer or by Comstice. It can also be deployed into a cloud service. Customer-provided SIP trunk will be integrated with Comstice Dialer to make and receive calls.



Agents will use Comstice Dialer agent webphone interface. It is configurable and customizable for different business requirements.

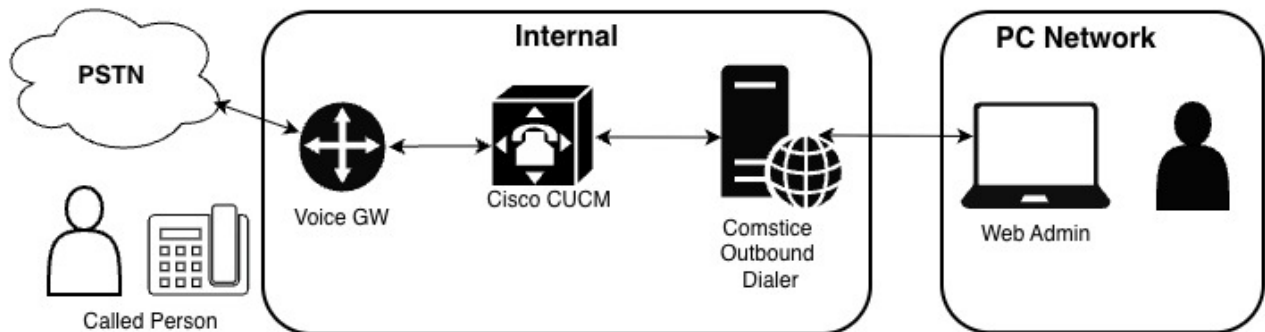
Powered by Comstice

| EXTENSION | NAME | LASTNAME | DEPARTMENT | STATE / REASON |
|-----------|---------|----------|------------|----------------|
| 10248 | Aubrey | Hawkins | Sales | Available |
| 10348 | Bessie | Richards | Sales | Lunch Break |
| 20448 | Randall | Warren | Sales | Break |
| 33548 | Dwight | Lane | Sales | Talking |
| 43248 | Theresa | Fox | Sales | Available |

| Queue Name | InQ | Oldest |
|------------|-----|--------|
| ENG2-CSQ | 6 | 3:23 |
| RNW-CSQ | 3 | 3:13 |
| ALIAS 4 | 6 | 2:43 |
| OCDR-CSQ | 3 | 3:24 |
| CLREC-CST | 3 | 1:23 |
| CLREC-CSW | 6 | 1:20 |
| CLREC-CSX | 6 | 1:14 |
| OCDR-CS3 | 0 | 0:37 |
| OCDR-CS3 | 0 | 0:23 |

High Level Design

Comstice Dialer can integrate with Cisco CUCM via SIP and offer fully featured Outbound Campaign Management experience including real-time dashboards, historical reports, agent scorecards and business outcome management.



The solution components run as Docker containers on a Linux VM, hosted on-premises. The solution components are;

- PostgreSQL Database
- Backend Service for saving and retrieving data
- Frontend Web Service for administration and reporting
- IVR and Telephony Service
- ASR/TTS Service

Each component runs as a Docker container inside the same LinuxVM. Encryption details are provided in the next section.

Encryption at Rest

1. Host-Level Volume Encryption:

- LUKS: Linux Unified Key Setup / dm-crypt
- Encryption with AES-256-XTS
- All DB data is covered;
 - PGData (tables, indexes, WAL, temp files, etc.)
 - Any on-disk backups, pg_basebackup archives and dump files

This approach protects if;

- Disks are stolen
- VM image and disk snapshots are copied
- Someone gets access to the raw storage but not the unlocked running system

2. Field-Level Encryption

- Fields like national_id, card_number are encrypted in the backend before insert
- AES-256-GCM is used for encryption
- Ciphertext is stored in Postgres DB
- Keys are in KMS/Vault/HSM, not in the source code or environment variables

3. Key Management

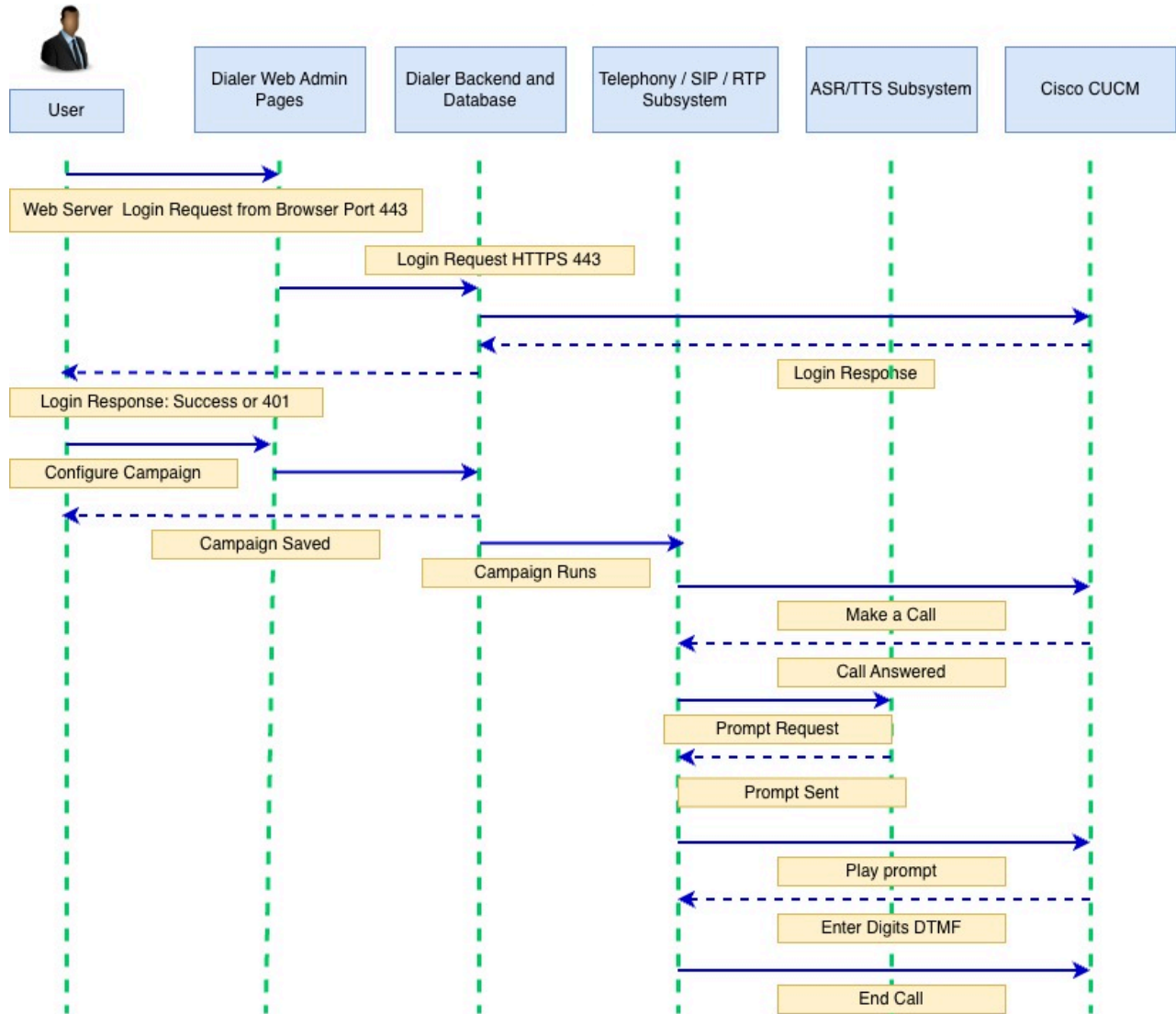
- Disk encryption keys
 - We use long passphrases or keyfiles
 - You can store the keys on hardware tokens
- Field-level keys
 - Use a dedicated KMS/Vault/HSM
 - Rotate keys periodically
 - Separation of duties: DB admins should not automatically get access to crypto keys

Encryption in Transit

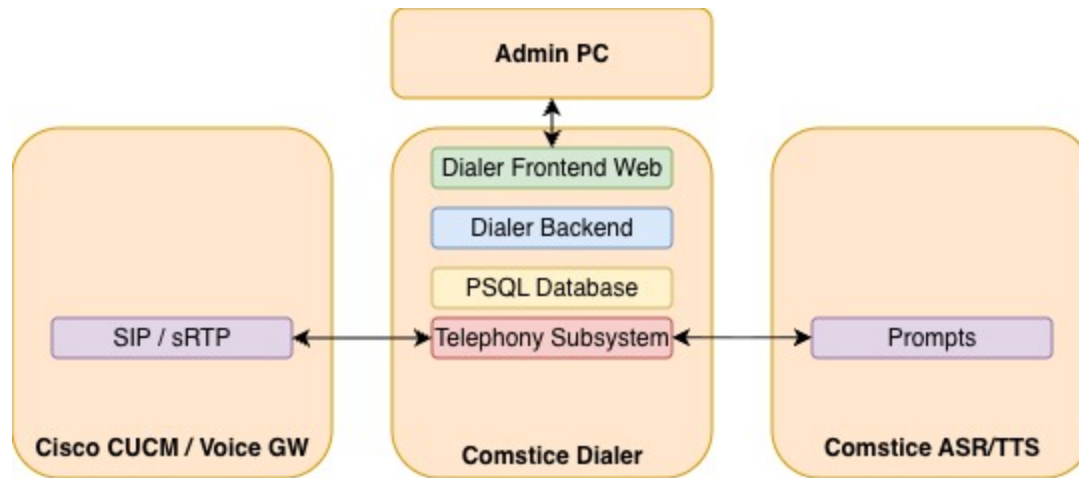
The phone number-employee ID combinations will be uploaded via the Dialer admin interface. This interface uses HTTPS with AES256 encryption. Data in transit will be encrypted.

- HTTPS Data: AES256
- SIP Signaling: SIP via TLS
- RTP: Secure RTP

Ladder Diagram



Software Architecture



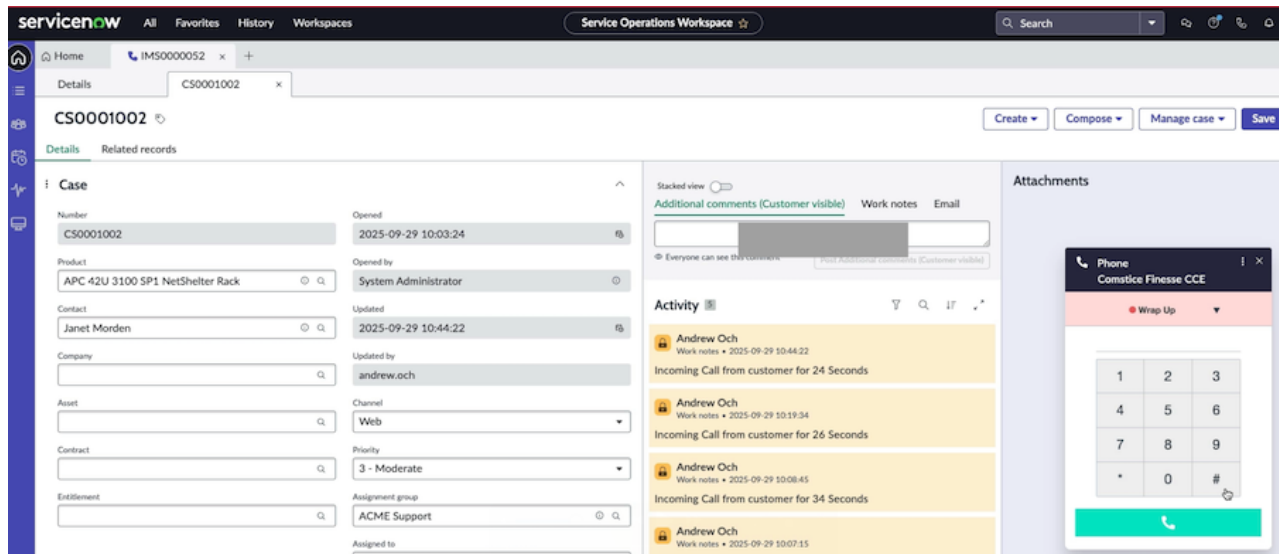
1. Admin creates and schedules a campaign through the web interface
2. Dialer Backend schedules the campaign and triggers calls when the schedule is up
3. Telephony Subsystem sends call requests to Cisco CUCM and then to Cisco Voice GW
4. When the call is established, it is between Dialer Telephony Subsystem and Cisco Voice Gateway
5. Dialer Telephony Subsystem plays prompts and collects DTMF digits entered by the called party.
6. DTMF tones are sent to Dialer Backend for verification
7. Dialer Backend responds with a positive or negative outcome.
8. Contact Flow plays the next prompt and takes the next action; repeat prompt, ask a new question or end the call
9. Eventually , the call ends and SIP disconnects.

Webphone for Salesforce

The screenshot displays the Salesforce Service Console interface. On the left, the 'Recently Viewed' list shows 'Adam McCune' from 'Comstice Global'. The main view shows the contact details for 'Mr. Adam McCune', including 'Comstice Global' as the account name and 'Yigit Zorlu' as the contact owner. A 'Phone (2)' field is highlighted with a red circle, showing a partially masked number. Below this, the 'Details' section lists various phone numbers: 'Phone' (713559...), 'Home Phone' (+17139293714), 'Mobile' (+1713559...), and 'Other Phone' (4004). A 'Comstice Webphone' window is overlaid on the bottom left, showing a 'Connected' status for the number 713559... and a 'Live' indicator. The window includes a keypad and a 'Recent' call log.

- Screen-pop and click to dial using Salesforce OpenCTI
- No installation on agent PCs
- Hosted on-premises
- Same agent experience for inbound and outbound

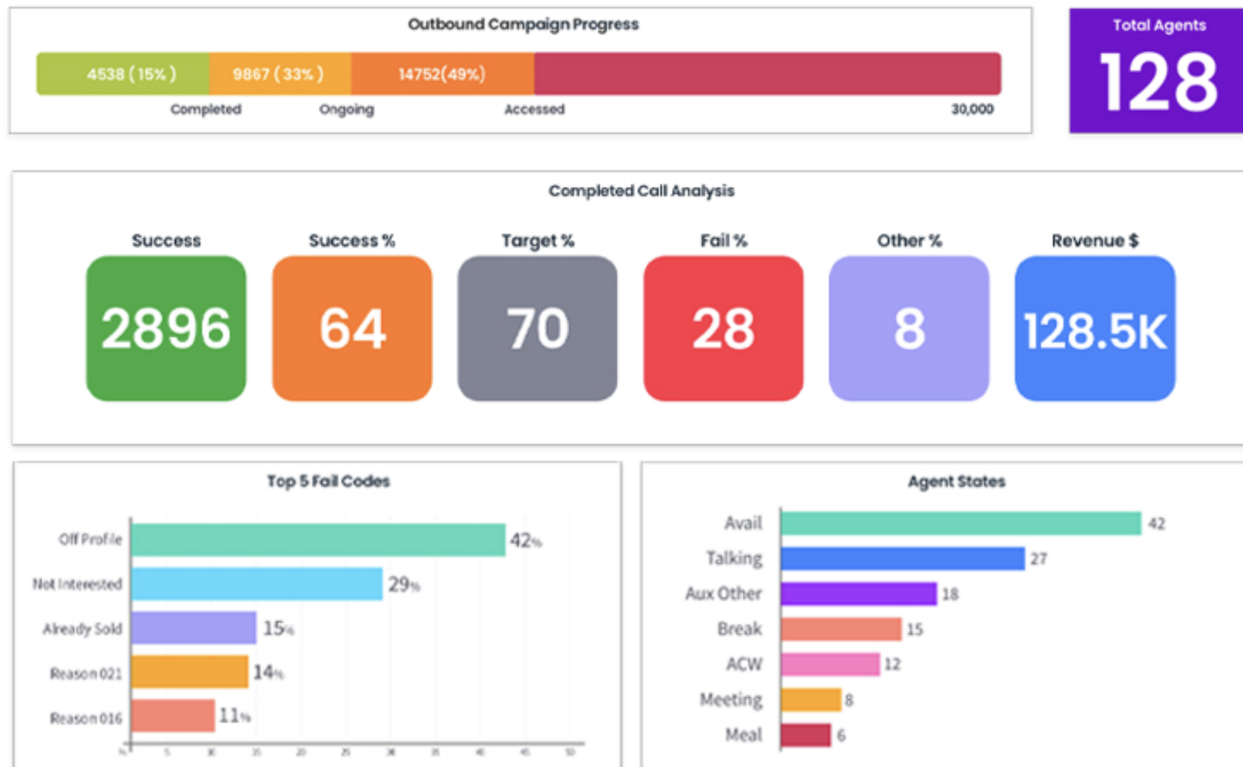
Webphone for ServiceNow



- Screen-pop and click to dial using ServiceNow OpenFrame CTI framework
- No installation on agent PCs
- Hosted on-premises
- Same agent experience for inbound and outbound

Real-Time and Historical Reporting

Comstice Outbound Dialer includes real-time and historical reporting and dashboards. You can monitor realtime performance as well as the overall campaign status and specific performance indicators.

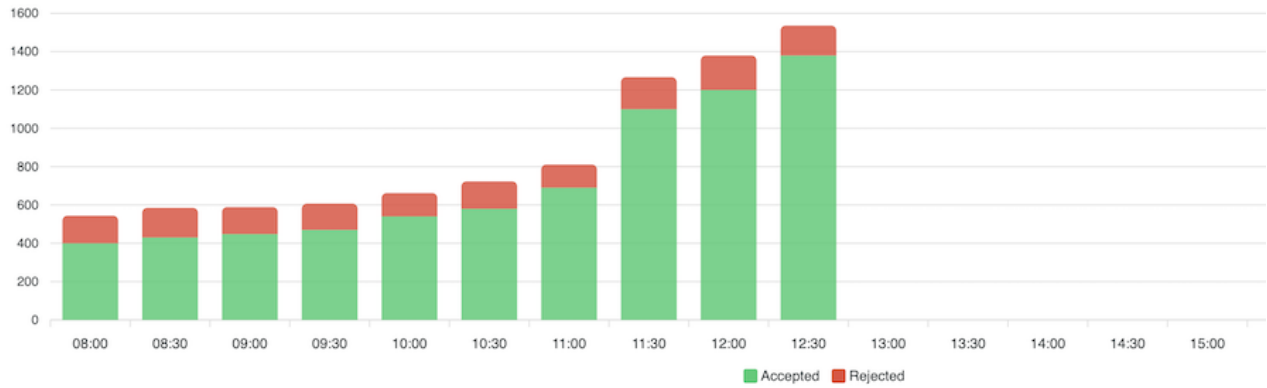


Agent Campaign Statistics

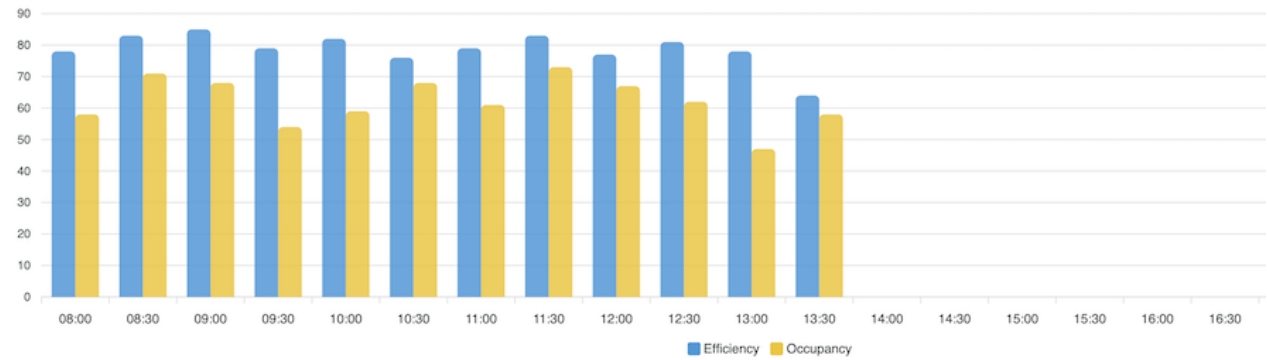
| Name | Target | Accepted | Accept % | Rejected | Completed | Success | Fail | Other | Revenue | Rev. Target% |
|-----------------|--------|----------|----------|----------|-----------|---------|------|-------|---------|--------------|
| Leigh Brooks | 200 | 117 | 58.5 | 32 | 68 | 41 | 18 | 9 | \$2,328 | 32.6 |
| Danny Owen | 200 | 104 | 52 | 26 | 53 | 37 | 9 | 6 | \$1,867 | 37 |
| River Nicholson | 200 | 142 | 71 | 41 | 48 | 52 | 23 | 11 | \$2,045 | 29.8 |
| Silver Booth | 200 | 76 | 34 | 37 | 41 | 38 | 11 | 3 | \$1,960 | 24.3 |
| Clay Richardson | 200 | 37 | 18.5 | 42 | 27 | 41 | 8 | 2 | \$1,792 | 30.5 |
| Eli Davidson | 200 | 92 | 46 | 24 | 15 | 54 | 14 | 8 | \$1,907 | 32.2 |
| Brett Gordon | 200 | 39 | 21% | 12 | 22 | 27 | 6 | 6 | \$1,012 | 19.4 |
| Shay Jenkins | 200 | 56 | 32% | 10 | 37 | 54 | 7 | 9 | \$1,572 | 21.5 |
| Sidney Lawson | 200 | 82 | 41 | 17 | 41 | 63 | 12 | 7 | \$1,812 | 15.2 |
| Casey Lloyd | 200 | 91 | 45.5 | 15 | 34 | 37 | 16 | 6 | \$2,072 | 12.6 |

Outbound Reporting -2

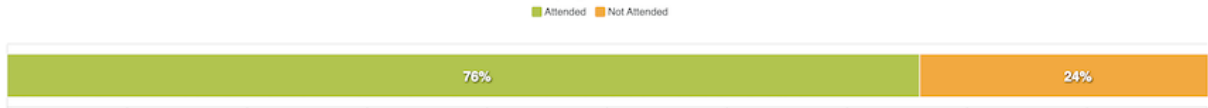
Calls Sent To Agent



Agent Occupancy and Efficiency %



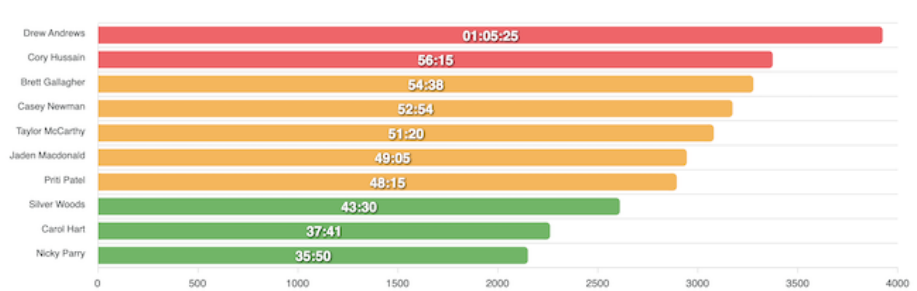
Campaign Attendance



Reason and Finish Codes

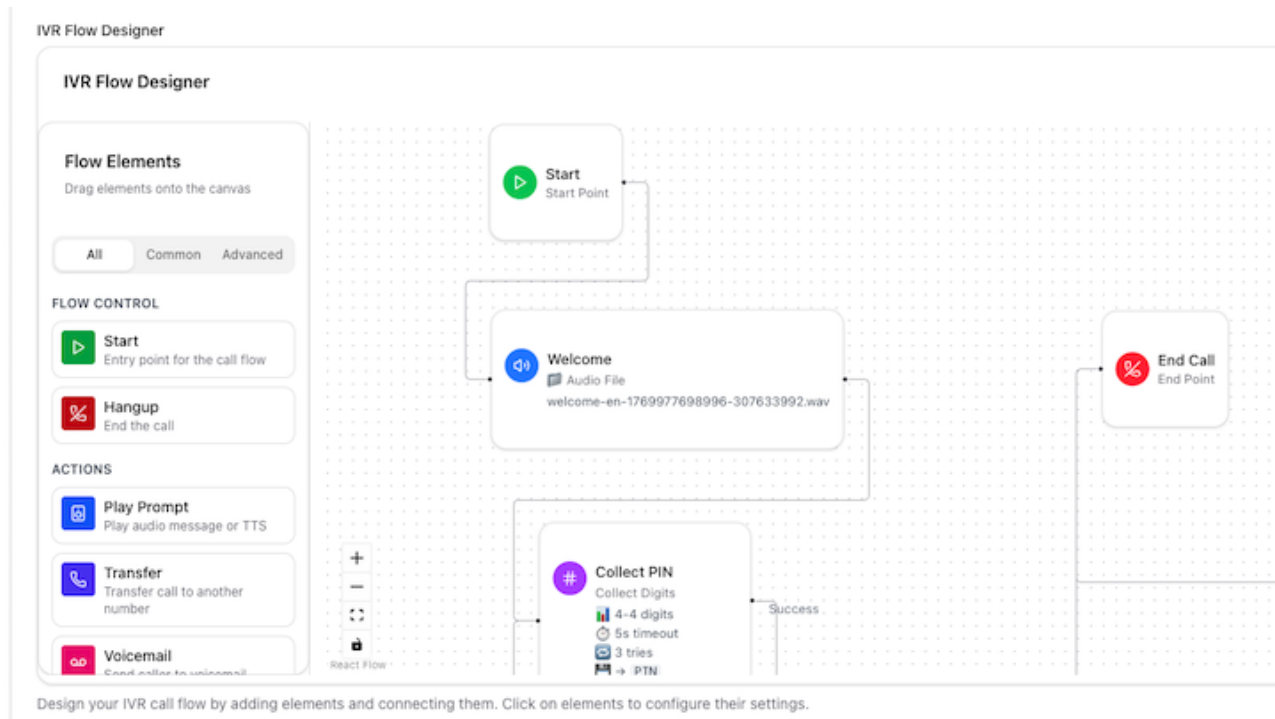
| Reason | Total | % |
|------------------|-------|-----|
| Success | | |
| Sales | 320 | 78% |
| Accepted Offer | 126 | 57% |
| Failure | | |
| Not Accepted | 36 | 21% |
| Existing | 15 | 13% |
| No Answer | | |
| No Answer | 56 | 21% |
| No Connection | 23 | 17% |

Top 10 Agent Breaks



Contact Flows

Dialer admins can create the contact flow for the call treatment once the call is answered by the called party. Contact flows are created using the visual designer and associated to the Campaign.



IVR supports thirteen different languages in the TTS including;

- English
- Spanish
- German
- French
- Arabic
- Italian
- Portuguese

Dashboard and Sidebar

Sidebar lists the features available for creating, running and monitoring campaigns. Dashboard provides a quick summary and shortcuts to commonly used tools.

The dashboard features a sidebar on the left with navigation options: Home, Persons, Business Outcomes, Campaigns, Dialing Lists, Dial Plans, Calling Numbers, Agent States, Fall Codes, AI Agents, Reports, and Admin. The main content area is titled 'Dashboard Home' and includes four summary cards: Active Campaigns (12, +2 from last month), Total Contacts (2,350, +180 from last week), Calls Made Today (573, +12% from yesterday), and Success Rate (24.3%, +2.1% from last week). Below these are sections for 'Recent Activity' (listing campaign starts and updates) and 'Quick Actions' (with buttons for Start New Campaign, Import Contacts, and View Reports).

You can create campaigns, edit and delete campaign details from the Campaigns pages.

Campaigns

Manage your outbound calling campaigns

New Campaign

Campaign Groups

Search Campaigns

Campaign Name

Search by name...

Channel Type

All Channel Types

Dialing Type

All Dialing Types

Priority

All Priorities

Search

Clear

2 campaigns

| Campaign Name | Channel Type | Dialing Type | Priority | Min Agents | Call Target | Revenue Target | Start Date | End Date | Status | Created | Actions |
|-----------------|--------------|----------------|----------|------------|-------------|----------------|------------|------------|-----------|----------------------|---------|
| My campaign 1 | Voice | Manual Dialing | 5 | 1 | 200 | \$10,000 | 31/07/2025 | 29/08/2025 | Completed | 30/07/2025, 09:46:30 | |
| Second Campaign | Voice | Manual Dialing | 5 | 1 | 200 | \$10,000 | 01/08/2025 | 30/08/2025 | Completed | 30/07/2025, 09:58:26 | |

Dialer Features

Users can upload dialing lists and depending on the call activity on each number, dialer will call the numbers or wait until the wait time requested. If the outcome is final, dialer will not call that number on the same campaign.

Dialing Lists

Manage phone number lists for outbound campaigns

+ New List







Dialing List Name

Search by list name...

Search

Clear

Dialing Lists (3)

| ID | List Name | Phone Numbers | Actions |
|----|----------------|---------------|---|
| 1 | my_list1 | 200 numbers |   |
| 2 | SecondList | 200 numbers |   |
| 3 | Dialing List 3 | 200 numbers |   |

Users can assign different calling numbers from your DID range for each campaign.

Calling Numbers

Manage phone numbers used for outbound calling campaigns and caller ID settings

New Calling Number

Search Calling Numbers

Calling Number Alias

Search by alias...


Calling Number

Search by phone number...

Search

Clear

Calling Numbers (4)

| Alias | Calling Number | Created | Actions |
|------------|----------------|------------|---|
| Campaign23 | +1713550517 | 30/07/2025 |   |
| dialer4848 | +18235551212 | 30/07/2025 |   |

Dialer Features

Users can upload dialing lists and depending on the call activity on each number, dialer will call the numbers or wait until the wait time requested. If the outcome is final, dialer will not call that number on the same campaign.

Dialing Lists

Manage phone number lists for outbound campaigns

+ New List







Dialing List Name

Search by list name...

Search

Clear

Dialing Lists (3)

| ID | List Name | Phone Numbers | Actions |
|----|----------------|---------------|---|
| 1 | my_list1 | 200 numbers |   |
| 2 | SecondList | 200 numbers |   |
| 3 | Dialing List 3 | 200 numbers |   |

Users can assign different calling numbers from your DID range for each campaign.

Calling Numbers

Manage phone numbers used for outbound calling campaigns and caller ID settings

New Calling Number

Search Calling Numbers

Calling Number Alias

Search by alias...





Calling Number

Search by phone number...

Search

Clear

Calling Numbers (4)

| Alias | Calling Number | Created | Actions |
|------------|----------------|------------|---|
| Campaign23 | +1713550517 | 30/07/2025 |   |
| dialer4848 | +18235551212 | 30/07/2025 |   |

Dialer Features

You can create different states for each agent and the reports will reflect the efficiency and occupancy accordingly.

Agent States

State Groups

New State

Search Agent States

Name

Efficient State

Occupant State

| Name | Efficient State | Occupant State | Created | Actions |
|------------|-----------------|----------------|------------|---|
| ACD Calls | Efficient | Occupant | 30/07/2025 | <input type="button" value="Edit"/> <input type="button" value="Delete"/> |
| Call Backs | Efficient | Occupant | 30/07/2025 | <input type="button" value="Edit"/> <input type="button" value="Delete"/> |
| Lunch | Not Efficient | Not Occupant | 30/07/2025 | <input type="button" value="Edit"/> <input type="button" value="Delete"/> |

Fail codes can be assigned to each number after the call attempts;

Fail Codes

Code Groups

New Code

Search Fail Codes

Name

| Name | Created | Actions |
|-------------------|------------|---|
| Already Sold | 30/07/2025 | <input type="button" value="Edit"/> <input type="button" value="Delete"/> |
| Audio Issue | 30/07/2025 | <input type="button" value="Edit"/> <input type="button" value="Delete"/> |
| Call Dropped | 30/07/2025 | <input type="button" value="Edit"/> <input type="button" value="Delete"/> |
| Do Not Call (DNC) | 30/07/2025 | <input type="button" value="Edit"/> <input type="button" value="Delete"/> |

Reports

Historical reports and real-time dashboards are available for each campaign and other dialer items.

Reports

Access comprehensive reports, analyze campaign performance, and track key metrics and KPIs.

Historical Reports

Access past data and performance metrics with flexible date ranges and filtering

Call Tracker

Find individual calls from calling number, called number, agent, campaign, and more

[Open Report](#)

Real-time Reports

Monitor live campaign performance and agent activity

Live Dashboard

Real-time campaign and agent performance monitoring

[Open Report](#)

Agent Campaign Statistics

Monitor agent performance with targets, acceptance rates, and revenue metrics

[Open Report](#)



Thank You

Please contact sales@comstice.com
for demos and callback.