



# Outbound Campaigns

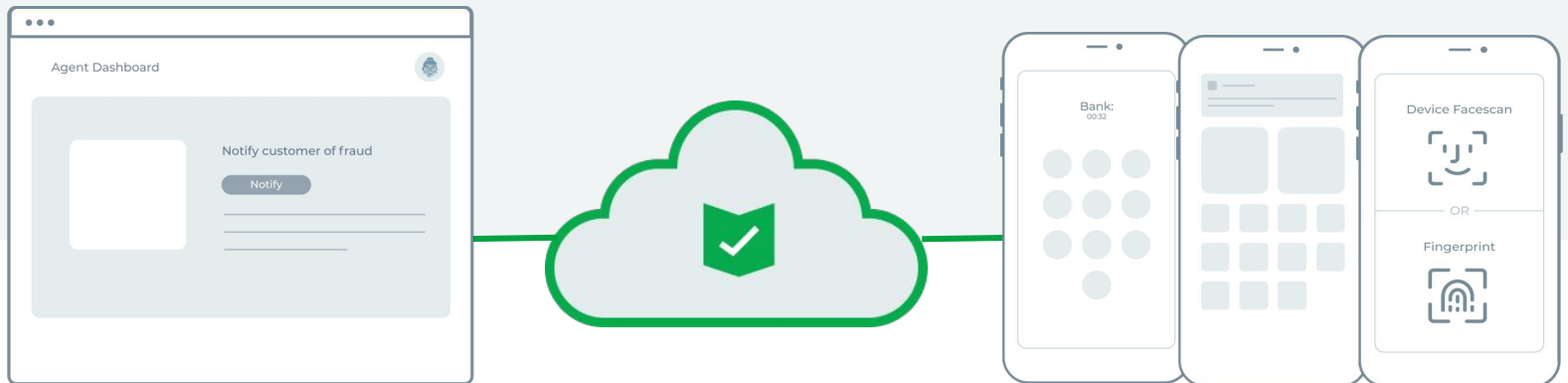
Consumers have become so suspicious of calls from unknown numbers that most businesses' efforts to proactively reach their customers is almost entirely futile. However, if a business was able to signal to the customer that a trusted member of the enterprise would be calling for legitimate business reasons, right party connect rates could increase by up to 10x. How is that possible?

## There's a new way to get your customers to pick up your calls.

Journey has developed a patented identity network that enables businesses to establish trust quickly and securely between their organization and customers or prospects. For businesses that struggle to connect with their customers for fraud alerts, upselling campaigns, and innovative approaches to collections,

Journey's Outbound Campaign solutions enable businesses to send a proactive notification to customers in the queue, and provide two lines of Caller ID to signal to the customer who is calling and why. Customers can choose to schedule a call at a convenient time, and can easily handle many transactions during the session, like payments or information exchange.

Establishing this mutual trust up front and enabling fast and secure transactions will transform the results from your outbound campaigns. Here's how.



Agent queue recognizes customer mobile number and initiates outbound notification and scheduling capability

Customer gets two lines of caller ID and can authenticate in seconds on their mobile



### Establish Identity to Build Trust

Journey enables businesses and customers to establish mutual trust between customer and agent before an outbound call, increasing connect rates by up to 10x



### Secure and Privacy-Preserving

Journey uses a purpose-built, patented identity network to encrypt and verify customer data without showing it to the agent



### Award-Winning Customer Experience

Make each experience with your customers sleek and productive using the powerful sensors on smartphones and laptops.



### Easy Integration, Scalable, and Flexible

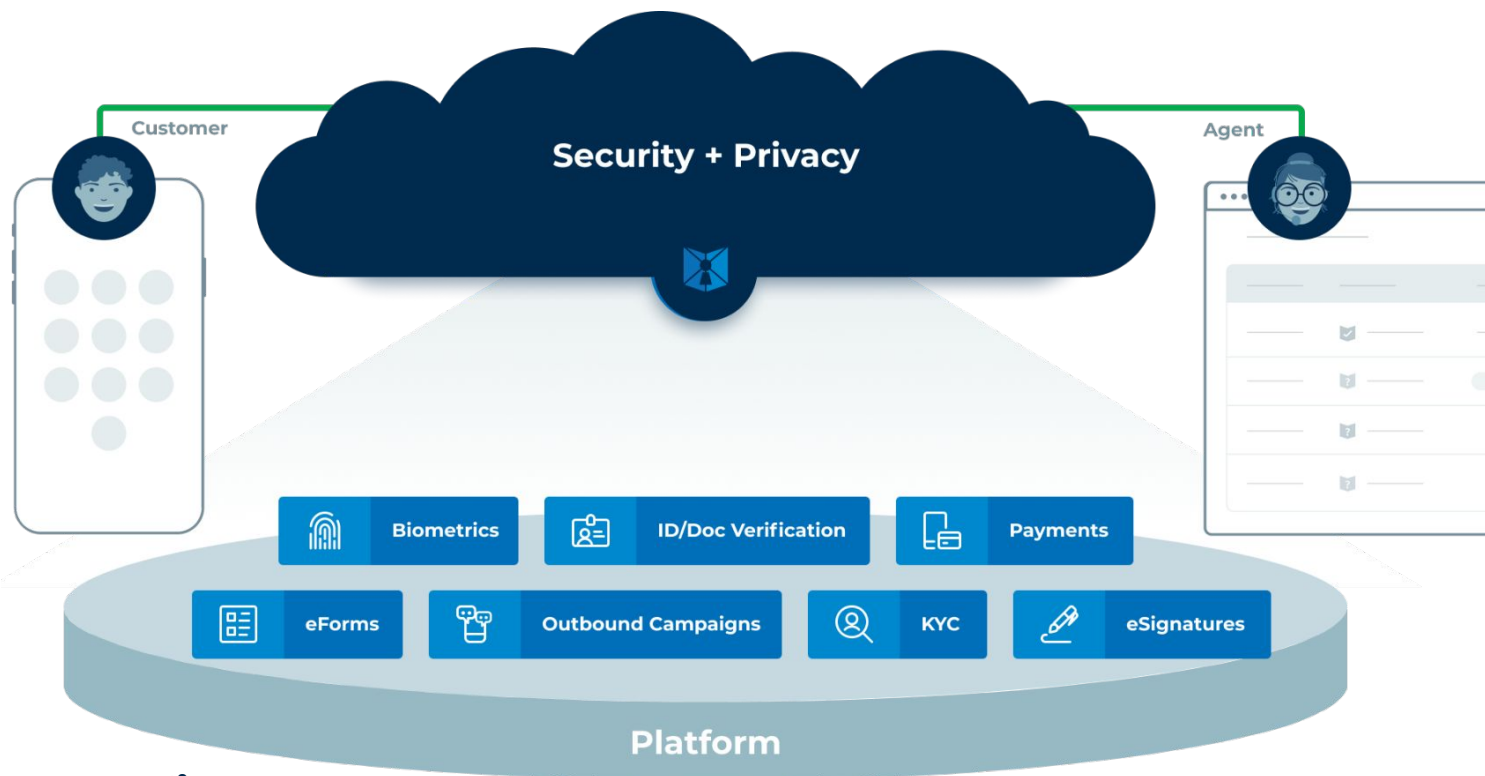
Flexible platform that can easily integrate customer and agent authentication, plus enable a wide range of secure interactions and transactions on an outbound campaign

## Journey's patented and award-winning Zero Knowledge Network®

The first solution of its kind in the market. The network enables a high degree of security, trust, and hundreds of secure and simple customer interactions. This enables massive improvements in the effectiveness of outbound campaigns.

## Foundations of Journey's Outbound Capabilities

- Identity platform enables wide variety of pre-call notifications, payment, scheduling and other options
- Leverages the power of smartphone and laptop sensors
- eForms capture additional info
- Data encrypted, verified, but not revealed
- Same experience across all touchpoints



## Key Benefits

### Customers

- Quickly get important messages to your customers
- Sensitive information is encrypted, verified, but never shown to the agent
- Privacy preserving data exchange means that no one, including Journey, can see their data in transit
- Identity proof travels across transfers

### Agents

- Remove all sensitive customer data from the agent screen, making it safe and compliant for all agents working remotely
- Enable faster customer service, fewer steps, and reduce human error
- Happier customers equal happier agents

### Contact Center Leaders

- Increase right party connect rates by enabling quick communication and flexible scheduling
- Drive huge efficiencies by capturing payments, signatures, updating customer information and more in a single, quick, secure call

### Risk, Compliance, and Security Teams

- Remain compliant with all privacy, payment, and security regulations by taking CC tech stack out of the scope of compliance