



## **Centcom 2006**

### **How to Run Parent and Child Campaigns**

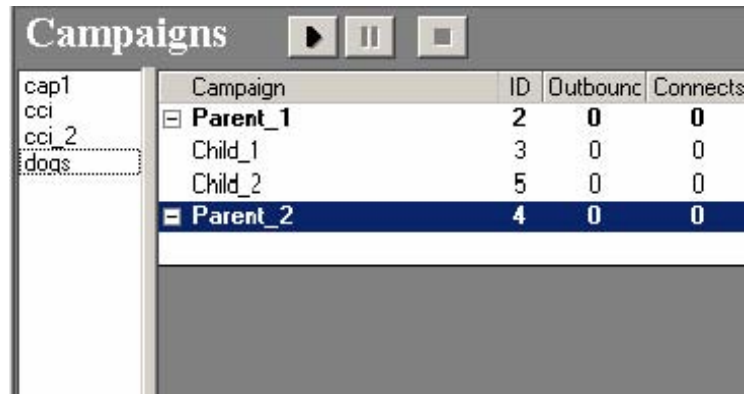
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## Supervisor

To run a Campaign, you first need to drag it from the left column to the grid on the right. There are two ways that a Campaign can become active. A Campaign can be either a Parent or a Child. A single Campaign running alone is considered a Parent. Any Campaign can be a Parent while running alone. Any Campaign running under another Campaign is considered a Child Campaign. Any Campaign can be interchangeable.

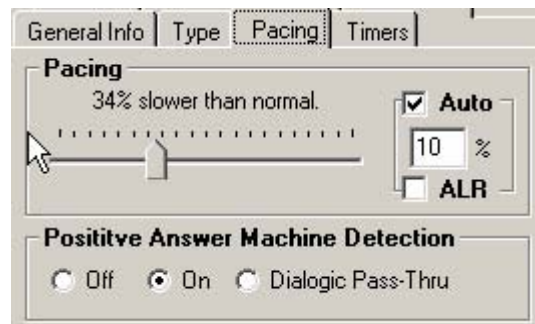


Campaign	ID	Outbound	Connects
cap1			
cci			
cci_2			
dogs			
Parent_1	2	0	0
Child_1	3	0	0
Child_2	5	0	0
Parent_2	4	0	0

Create a Campaign without any records. This will be the Parent Campaign. Select parameters in the Parent Campaign. The Parent Campaign does not control the type parameter for the Children Campaigns for predictive or non-predictive types of Campaigns. (For example, if the Parent Campaign's type is predictive the Child Campaign could be non-predictive.) The connection must also match. If you want to connect to people/AnsMach it must be selected as such in both the Parent and Child Campaign.

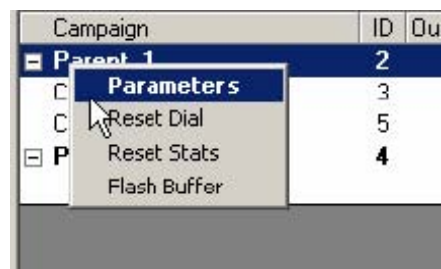
## Pacing

The Pacing Parameter is controlled by the Parent Campaign.



## Timers Parameter

The Timers Parameter is controlled by the Parent Campaign. (For example, if a Parent Campaign was set to shut off at 7:00 PM and a Child Campaign was set to be shut off at 7:30 PM, the Child would be stopped at the time the Parent Campaign shut off.)



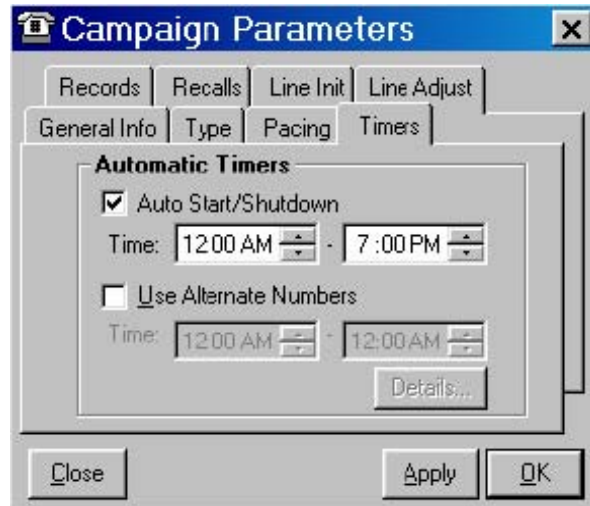
Campaign	ID	Qu
Parent_1	2	
Child_1	3	
Child_2	5	
Parent_2	4	

Context menu options:

- Parameters
- Reset Dial
- Reset Stats
- Flash Buffer

## Automatic Timers

If a Parent Campaign was set to be shut off at 7:00 PM and a Child Campaign was set to be shut off at 5:30 PM, at 5:30 the Child Campaign would then stop fetching records. The Child Campaign would still be running but the agents would stop getting calls because the Campaign would stop fetching records. At 7:00 PM campaigns would stop fetching records. At 7:00 all of the Campaigns would shut off.



## Records Parameter

The Records Parameters are controlled by each individual Child Campaign.



(Remember there are no records in the Parent Campaign.) Your fetching should be set very carefully to make sure that you do not under or over fetch records slowing down your dialing process.

The easiest way to determine your fetch amount is to figure out how many lines you have available for a Parent Campaign. Then determine your average length of your calls. Then figure out how many calls per minute you can make using those two numbers. Once you have done that, then you have to take the total number of calls you have to make per minute, and divide it between your Child Campaigns according to priority. So if Child Campaign A has a high priority and Child Campaign B has a low priority then you can set Child A to fetch 100 and Child B to fetch 50.

Another way to calculate your fetches is to use the number of agents you have on your Parent Campaign and then fetch anywhere from 5 – 10 fetches per agent per minute. The way to determine your fetches is by taking your average contact percentage per minute and then calculate the number of calls you need to make to average the contacts you need. Remember, you can not dial over the amount of outbound lines you have available and your contact percentage will always get lower the more you dial on a list.

- How to Run Parent and Child Campaigns

Now, there are two settings for fetching records from a Child Campaign. The above instances works for the Mixed setting but what about the Queued setting? The queued setting dials through the first Child Campaign entirely before moving on to the next Child Campaign dropped below it. So in this instance, you must fetch 100% of the records you need from the first Child Campaign because that is the only one you will be fetching from.

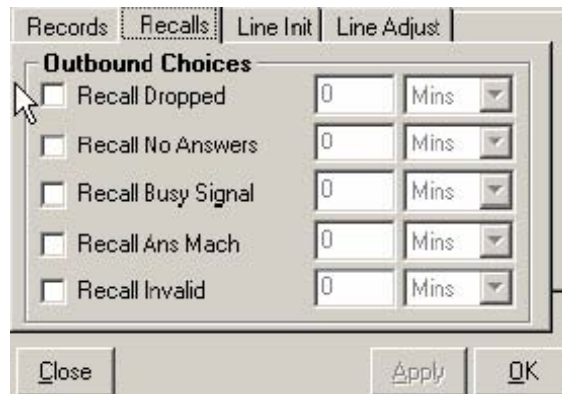
### Primary and Alternate Number Parameters

Primary and Alternate calling parameters are controlled by the Children Campaigns



### Recalls Parameter

The Recalls Parameter is controlled by each individual Child Campaign.



### Line Initialization and Line Adjust Parameters

The line initialization and line adjust parameters are controlled by the Parent Campaign.

