

COURSE DESCRIPTIONS

REGISTRATION

INTRODUCTORY

For those new to Callbright or in need of a refresher (new or established accounts) to learn the basics of Callbright's features.

Duration: 45 minutes

UTILIZATION/BEST PRACTICE

Provides a quick review of user and telephone number admin as well as the call detail report (call return). Introduces new reports, CRM Integration, Custom Greetings, Call Forwarding, Broadcast, and Emailed Reports. Discusses best practices to encourage further use of Callbright.

Duration: 45 minutes

ADVANCED BROADCAST

Broadcast Campaigns

Duration: 45 minutes

ENHANCED CALL COMPLETION

Call Forwarding

Duration: 20 minutes

ENHANCED CALL COMPLETION

Auto Attendant

Duration: 20 minutes

CALLBRIGHT ENHANCEMENTS

Review new enhancements to Callbright.

Duration: 30 minutes

LEAD CHASER

Review creating lead chaser plans to enhance web lead response time.

Duration: 30 minutes

OUTBOUND CALL MANAGER

Review Outbound Lead Tracker, Click To Call and Personal Messages.

Duration: 30 minutes

ONE TO MANY

Explains how to link multiple accounts together, create account and number groups and navigate all accounts with one username.

Duration: 20 minutes

CUSTOMIZING CALLBRIGHT

Create customized greetings, Personal Messages, Number Groups and Reporting to suit individual account needs.

Duration: 30 minutes

CALL REPORTING

Generate, filter and sort Callbright Reports. Review several of the reports offered and create My Reports for quick access to frequently run reports.

Duration: 30 minutes

TO REGISTER, send the following information to

Training@callbright.com. Information needs to be specific to the person registering for class(es). If there is more than one trainee at a location, send the information for everyone who is to be trained.

- *Name*
- *Position*
- *Account*
- *Email Address*
- *Phone Number*
- *Callbright Username*

Once the trainee has been registered for the class, a confirmation email will be sent to the trainee (at the email address provided) with the date/time of the class as well as the link to access the class.

Please remember that all times on the training calendar are listed as EDT/PDT.

Confirmation emails will be sent in EDT.