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(54) **CALL CENTER CAMPAIGN SYSTEM**

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(57) **ABSTRACT**

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A call center campaign system is disclosed that permits a campaign agent to participate in a campaign upon a review of the agent's skills set. In one embodiment the skills set is stored on an portable electronic ID tag and is coupled to an agent port. Caller ID information is stored for each specific campaign and is provided such that the information can be displayed on the target device. Communication between the target and the agent is connected to the agent port if the agent is eligible and available to participate in the campaign. In one particular embodiment, the agent is eligible if there is a match between the agent's skills set and a preset business rating (BIR) associated with the campaign.

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