

Executive Summary

Increase your customer base. Decrease the cost of gaining new business.

About VoiceLogic

VoiceLogic is a recognized provider of computer telephony and marketing communication services. Operating since 1997, the company has led the development of innovative technologies such as **VoiceMail Courier®** and **Voicecasting®**, by which personalized sales messages are delivered direct to recipients' voice mailboxes without the phone ringing. VoiceLogic serves companies of all sizes in a wide range of sectors. VoiceLogic supports targeted business-to-business and business-to-consumer solutions that generate qualified leads, increase sales, and lower the cost of securing new business. Hours of operation are from 7 am to 12 pm allowing 17 hours per day of customer service coverage.

Services



Research shows that about 80 percent of business calls are not answered by a live person requiring the caller to either leave a message or try calling again.

VoiceMail Courier® eliminates this time-wasting process by using live call agents to courier a personally recorded message from your sales reps or your CEO to voice mailboxes. Potential customers hear your message at their convenience, and your sales people focus on inbound sales orders from qualified prospects rather than repeated outbound calling. Voicemail courier is not an auto dialer, because live agents manage each call to its destination with precision. Top 5 features are;

1. Your message is played into voice mail.
2. Your message is played live to the recipient
3. The recipient can press 1 during message play to transfer the call to your sales dept.
4. The agent can transfer a live lead to your sales dept.
5. You get 100% message delivery



Sales staff making business-to-consumer cold calls typically generate between 50 and 70 calls per day, with most of those calls going to voice mail. **Voicecasting®** can easily achieve 10 times more productivity by delivering personalized messages direct to residential voice mailboxes without ringing the homeowners' phone. Sales reps are saved from wasting valuable time on outbound calling and instead can concentrate on negotiating and closing sales from inbound calls. Networks available for voicecasting are Bell Canada, Rogers and Telus.



The pervasiveness of email makes it ideally suited to mass marketing, investor relations and customer service communication, and the distribution of specialized documents such as news releases and personalized letters.

VoiceLogic's **Email Broadcasting service** harnesses this communication potential with an enterprise email solution that can transmit up to 100,000 messages per hour. Personalized messages can include branding, graphics and attachments. Our transparent systems ensure that messages are delivered professionally and responsibly.



Calling potential and existing clients on a regular basis is vital to the growth and daily operation of many companies. For example, you may want to follow up on a direct-mail campaign, to increase attendance at a seminar, or conduct a survey. We provide assistance with your script, and message design and delivery.

Rapid Outbound Call Center® expertly handles these tasks. Seasoned operators will professionally deliver an approved script; navigating past reception and personally speaking with the people you want to reach.

Leads are delivered to you instantly by email throughout the day, as they are discovered. Campaign statistics, charts, and analytics are supplied for each program.



The attendance list for the trade show you visited is missing phone numbers and email addresses. Perhaps your prospect list contains phone and email information but no fax numbers. Or you

have a client list that's old and needs updating. Let VoiceLogic's **Sales Lead Research** team gather this information for you—information vital to the success of your marketing campaign. Our research specialists will identify the right decision-makers and locate any missing contact details—allowing your sales staff to focus on what they do best—selling.



Deliver a professional, precisely worded message both quickly and consistently to thousands. **RingCasting®** is an automated voice broadcast service that dials a predetermined list of numbers and plays a recorded message either when the phone is picked up or upon reaching voice mail.

With the ability to make thousands of calls per day, you're able to reach your customers before your competition does; and deliver the right message every time. Use the "press 1" hot transfer feature to have the call transferred to your sales team, to give immediate attention to the sales lead and reduce the sales cycle.

Most popular features include

1. Call display
2. A different message for live answer and voicemail delivery
3. Press 1 hot transfer
4. Low market rates, and script assistance.



People read faxes—a fact that makes fax-based message delivery ideal for a variety of marketing and communication initiatives ranging from brand awareness and lead generation to client surveys and invoice distribution.

Our **Fax Broadcasting** service offers several options for sending personalized and professional documents that we can help draft and design free of charge. Other value added features include full reporting, free re-tries, and one low price covering all of North America.

We offer 'Do Not Fax' capabilities for recipients who wish to be removed from your contact list, and our inbound fax server is well-equipped to handle all your inbound replies.

Merge fax will personalize your fax to each recipient by merging contact details on each page. A more personalized fax will increase your campaign success rate.



Surveying large numbers of people and getting accurate, useful responses from them can be time consuming and costly. **PollCasting®** is a voice broadcast service that collects answers to survey questions.

This process automatically dials a predetermined list of numbers, using a pre-recorded message and the telephone keypad to prompt respondents to select appropriate answers to survey questions. PollCasting is fast and responses are succinct; with outbound calling campaigns—political polling, market research, customer feedback—reaching thousands of people in a single day.



Outbound calling campaigns are effective only when Sales Reps can reach the right person, preferably the decision maker who authorizes the purchase.

Through **Live Hot Transfer**, our experienced operators navigate prospective companies, ask key qualifying questions, and when they have the right person on the line, they transfer the call to your inside sales team to close the deal. Our live operators are seasoned professionals who use approved scripts and apply the utmost courtesy when dealing with your prospective clients.

Electronic Lead Transfers

Have your sales leads emailed directly to you as they are discovered. The email will contain all contact information, plus additional sales lead information to assist in closing the sale. You can be the main recipient of the leads or have them distributed amongst your sales staff.

Results

Clients notice the methods marketers use to contact them. The greater the human element in the contact process, the greater the chances of sales success. It's not surprising that the telephone remains the preferred marketing medium, outdistancing the promotional performance of other media.

Read what the authoritative Direct Marketing Association has to say about the response generated by telephone-based marketing when compared with other methods. Below is an excerpt from The DMA 2009 Response Rate Report.

"Telephone remained the highest responding medium in the survey, for all industries, as it did in all previous years.

DMA's 2009 Response Rate Report Average Response Rates by Medium for all Industries

Direct Order	House Average	Prospect Average
Direct Mail	3.69%	1.65%
Catalog	3.95%	1.85%
Inserts	2.03%	1.52%
Telemarketing	4.41%	2.92%

Lead Generation	House Average	Prospect Average
Direct Mail	3.86%	2.04%
Catalog	2.60%	1.74%
Inserts	2.28%	1.86%
Telemarketing	4.13%	2.94%

About: DMA's 2009 Response Rate Report was conducted through a survey emailed in December 2008. When the survey was closed, 1,175 responses were received covering campaigns in 24 major industries.

Testimonials

"Using VoiceLogic's voice mail service has helped us tremendously in driving attendance at our seminars. The automation allowed us to continue working with our clients one-on-one while the technology did the work of contacting hundreds of prospective clients at once."

IT marketing manager

"VoiceMail Courier worked extremely well with this marketing program. Registration to our conference was up by 45 percent within days of the voice broadcasting being sent out."

Canadian construction firm

"To date it's been our most successful advertising campaign. The amount and quality of business you've helped us bring in is impressive to say the least.... Your patience, willingness to try new exchanges and determination to help us achieve our goals is genuinely appreciated."

Allstate

"I have received many calls from our members commenting on the VoiceMail Courier service provided by VoiceLogic....The personalized message from our Association President was a success. Registration for our gala events was up 35 percent from last year."

New York Society of Association Executives

"Our client has experienced a 30 percent increase in calls.... VoiceLogic by far is the most professional voice broadcasting company we have dealt with."

direct marketing company

On Campaign-Based Performance

VoiceLogic's client base is diverse, ranging from large, longstanding Fortune 500 firms that want to reach new customers, to small and medium-sized companies looking for innovative ways to optimize their marketing resources.

Clients include:

financial/business management

Allstate
BMO Nesbitt Burns
H&R Block
KPMG
Manulife Investments
Shred-it
Transamerica Life Canada
Wells Fargo
Zurich Financial Services

media/entertainment

CBC
Direct Marketing Association of Washington
Famous Players
HMV

technology/manufacturing

Dell
Honeywell
Nissan
Pitney Bowes
Procter & Gamble

associations/not for profit

American Heart Association
American Lung Association
Association of Trial Lawyers of America
New York Society of Association Executives
North Carolina Bar Association
St. John Ambulance
United States Telecom Association
World Trade Center Institute

tourism/hospitality

Hilton
Tourist Office of Spain