
A Guide to:

VOICE BROADCAST

Add a personal touch to your communications.





CallFire is a cloud-based communications solution designed to save your business time and money. With CallFire's powerful voice and text messaging services, you can reach your customers instantly!

WANT TO CALL YOUR CUSTOMERS ALL AT ONCE?

Voice Broadcast gives users the opportunity to deliver personalized voice messages by phone.

This guide will introduce you to the CallFire Voice Broadcast product, explain some of its important features, and give you an example of how to make the most of this product.

Clients have also paired Voice Broadcast with other CallFire products:

Interactive Voice Response (IVR) to route inbound calls to the correct person.

Call Tracking to purchase local and toll-free numbers and track their effectiveness.

Text Broadcast to reach your customers right in their pocket.

CallFire also offers **Cloud Call Center** to power-dial through your list and reach contacts in seconds.

With CallFire, you'll reach more people in a shorter amount of time.

Getting Started with

VOICE BROADCAST

Use Voice Broadcast to send important alerts, promotions, updates, and notifications to customers, employees, voters, and more. It's an easy and cost-effective way to reach more people in less time. Voice Broadcast has numerous applications spanning industries. It's simple to set up and adds a personal touch to your communications.



WHAT IS VOICE BROADCAST?

Voice broadcasting is a mass communication technique, begun in the 1990s, that sends pre-recorded voice messages to hundreds or thousands of call recipients at once. This technology has both commercial and community applications.

For Example:

VOICE BROADCAST FOR STAFF AND EMPLOYEES



When the weather got rough, CallFire helped Bob's Stores take care of its own.

Generations of Bob's Stores' success can be traced to their timeless motto: "Treat all customers with respect and dignity and they will return again and again."

With CallFire's telecommunications solutions, Bob's Stores has applied that same approach to the way it communicates with its associates, and does so in an effective, convenient, and streamlined way.

Hurricane Sandy's deadly impact ripped across the Northeast over the course of several days in 2012. It left thousands of businesses with a major challenge: connecting with their associates. However, with CallFire on the front lines, Bob's Stores was prepared.

"Within minutes, I was able to contact over 200 people," says Rita Bertone, Director of Purchasing and Office Services at Bob's Stores. She alerted Bob's associates that, due to extreme weather conditions, Bob's would be closed. "We were able to notify our associates at the home office and distribution center. Nearly 100% of the calls were successfully answered and the associates were extremely happy with the service," Rita said.

To read the full case study, visit: www.callfire.com/case-studies.

COMPLIANCE



- ✔ Only send voice broadcast campaigns to contacts who have given their explicit consent.
- ✔ Visit www.callfire.com for tips on collecting opt ins for your campaigns.
- ✔ Give recipients a quick and easy way to opt out of your campaigns.
- ✔ Calls to mobile phones are restricted unless explicit consent is granted by the recipient.
- ✔ Visit www.fcc.gov for more information on government regulations.

BEST PRACTICES

Quality

Create a short, high-quality script that runs no longer than thirty seconds, so as not to lose customers' attention.

Timing

Never call early in the morning or late at night, and avoid making calls during typical dinner hours. Try to call in the late afternoon or after dinner.

Options

Allow your listeners to select options at the end of your recording: route to a live agent with the push of a button, or opt out future calling.



GETTING CREATIVE WITH VOICE BROADCAST



Voice Messages or Text Messages?

Give your contacts the ability to choose their preferred method of communication for important notifications. Some will prefer the convenience of a text, while others will prefer a traditional phone call. Allowing your recipients to choose lets them know their preference is important to you!

Sophisticated Surveying

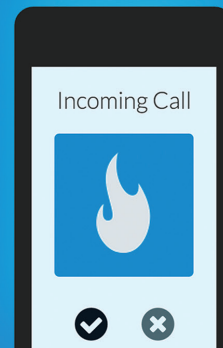
An automated Voice Broadcast could link to a custom IVR system and invite recipients to participate in an automated survey. This sophisticated technique allows for voice message recipients to provide valuable feedback for your company.



Not sure how Voice Broadcast works?


TRY IT OUT FOR FREE NOW!

- 1 Text "TRYVOICE" to 67076
- 2 Instantly receive an Voice Broadcast from us!
- 3 Sound good? Sign up for free!



CONTACT US TODAY!

In this guide, we've explored some of the great features and uses of Voice Broadcast. This guide is by no means exhaustive, so please contact us to discuss how CallFire can work best for you.



LET'S CHAT

We'd love to talk to you. Connect with CallFire on:

WEB

www.callfire.com

CALL

855.992.3335

TEXT

SMS to 67076

EMAIL

social@callfire.com

JOIN THE CONVERSATION

