



# Additional Services

A description of additional services available with Guided Voicemail

## Setup & Admin Services

**Voicemail Loading** – Record your voicemail messages using Virtual Causeway's call-in recording studio. Virtual Causeway will then upload voicemail into calling platform.

**Voicemail Review** – Virtual Causeway will provide voicemail scripting templates, scripting assistance, best practices knowledge and a critique of your selected voicemail recording to ensure you get the best results. Our sound engineers will also tweak levels and equalization of your voicemail to ensure the highest sound quality.

**Voice Blender** – For clients who are busy and don't have time to record a "perfect" take, clients can record their voicemails several times in the same take, repeating parts that mistakes were made on, and Virtual Causeway sound engineers will edit the message together so that it sounds great.

**Voice Talent** – For clients who don't have in-house resources to record a message, don't have time or are more comfortable outsourcing the recording task, Virtual Causeway will use its in-house voice talent to record your message. Client will select from several voice talents and message will be recorded and presented to the client for review and approval.

**List Import** – Virtual Causeway will upload your list into the campaign platform. Provide Excel or CSV list with as many fields as possible to ensure Virtual Causeway agents can use all information to generate the best result, including: contact ID, first name, last name, phone (as many as possible), title, company, email, address, city, state, zip, etc.

**Phone Append** – Virtual Causeway adds phone numbers to records where new phone numbers are available from our proprietary data source. This step adds more data to increase your delivery rate. To be able to do phone append, we require an address, including city, state and zip. Phone append is currently for US target companies only.

**Data Suppression** – Current campaign contacts will be matched against your past campaign results. Virtual Causeway will overlay data onto the current contacts, such as: Unemployed, Not in service, Contact not locatable, etc. By discussing with your account manager which results are suppressed from calling, Virtual Causeway can lower your costs by not calling records known to be unfruitful.

**Dialing Overlay** – Information gleaned from calls in your past campaigns will be overlaid onto matching records in your current campaign to increase deliverability rates for the current campaign. This step increases the delivery rates you get by virtue of leveraging past knowledge into your current campaign.

**List Optimization** – Virtual Causeway will de-duplicate, format, and parse phone numbers on your supplied list for optimum calling effectiveness and efficiency. You will receive back in your output report flags to indicate dupes, newly acquired phone numbers, and newly acquired names if applicable.

## Messaging

**Guided Voicemail (First Wave)** – Using specially trained live agents, Virtual Causeway intelligently guides and delivers your personal message directly into the voice mailbox of your B2B prospects and clients, with precise accuracy - regardless of phone system. Live agents navigate through receptionists, assistants, dial-by-name and extensions to get to the right person's voice mailbox.

**Guided Voicemail (Subsequent Wave)** – Virtual Causeway can deliver multiple rounds of voicemail messages to your contacts in a time-sequenced fashion. When Virtual Causeway calls a record that it has already called in a first wave, the cost is less because information gleaned during the call helps Virtual Causeway make subsequent calls faster.

**Synchronized Email** – Within 2 hours after an agent either delivers a voicemail message or has a Live Message or Live Conversation, a personalized email will be sent to follow up. This can boost results dramatically and can give recipients links to click onto with follow-up information. Setup includes standard report. Virtual Causeway's email system looks exactly like it came from you – the "from" field has no long codes in it and there is no logo or "delivered by.." at the bottom of the email.

**Title-Only Messaging** – For companies where you don't contact names, Virtual Causeway will call receptionists and ask to be transferred to the person who looks after a particular area or department or to the person with a specified title. This step, combined with Name Correct, enables you to discover new names in your list, as well as get a message out to them quickly.

**Name Correct** – As agents come across records where the contact is no longer employed, or where the receptionist says that someone else is responsible for the subject of the call and refuses delivery of the voicemail, they will ask the receptionist for the correct individual who handles the responsibilities, ask to be transferred to voicemail, and notate the new name on the record. The replacement name noted on the record will be only phonetic spelling and will be cursory in nature - it's just an added enhancement to the regular guided voicemail messaging process.

**Live Message** – If you select this option with your campaign, as agents come across a "live answer", we will politely engage the contact in a conversation where information on your script is relayed - perfect for invitations, announcements or updates. Our agent will not engage the contact in any meaningful open ended questions or time-intensive interaction.

**Live Conversation** – As agents come across a "live answer", we will engage the contact in a meaningful conversation where questions are asked and information are relayed and retrieved – perfect for qualification and obtaining information on a particular contact or company. On average, we recommend no more than 5 qualification questions. Though we will do our best to engage the contact, if the contact disengages the conversation before the script is done, the Live Conversation will still be logged. Full notes from the conversation are attached to the contact in your output report.

## Reporting

**Call Back Tracking** – Virtual Causeway can set up a unique 800# for you to track call responses. Use the 800# in your voicemail and/or emails, and see how many people call back. The 800# automatically forwards to any phone number at your premises you wish.

**Campaign Report** – Delivered to you within 4 hours of a campaign finishing, Virtual Causeway provides data post-campaign including final result for each record, data updates and visual pie-chart display of results. Use this data to update your records and determine results from the campaign.

**Advanced Email Report** – This optional email report includes: Soft bounces, opens, click-throughs and forwards (typically given to you 3 business days after the campaign runs).

**Full Custom Analysis Report** – Virtual Causeway can compare your response list to the messaged list, create overall stats, provide an executive summary of results, and report on synchronized reporting that integrates any number of response variables (call back tracking, email, etc.). Learn more about your campaign with this option.

## Data Enhancement

**Custom Research** – Agents will research websites, call company receptionists, use various data sources, and do custom web searching to find information that you require. Such information might include: email addresses, website addresses, contact names, contact titles, etc. It is difficult to estimate length of time, but on average, approximately 10 pieces of new information can be retrieved per hour by our trained and qualified agents. It is best to do a test to determine how much information can be yielded over a specified time frame.