



How to use Voice Broadcast to send Notification and Reminder Messages, in Your Voice, to hundreds of your Certification Class Attendees' phones in just a few minutes

What does ART do?

We help your Certification School to use Voice Broadcast to send Notification and Reminder messages in Your Voice, to hundreds of your Certification Class Attendees' Phones, in just a few minutes. This method is not only more efficient at delivering your message than direct mail, email or telemarketing but also less expensive and more personal because it's in your voice.

Background:

"The most powerful communication tool in the whole world is the Human Voice".

Voice is the most powerful and effective way to connect and to clearly communicate tone and emotion, and yet it's often our least used resource. A phone call will nurture and strengthen your relationships in a way emailing and texting cannot.

Today, because of the influence of the smartphone, getting the attention of people is really challenging, and making phone calls to each individual customer, both large and small, can be costly and time-consuming, if not impossible—that is, unless you take advantage of Voice Broadcast.

In fact, research has shown that the influence of voice calls is actually increasing due to the rise in smartphone usage, and unlike Facebook, text messaging and email, a Voice Broadcast phone call is the ultimate top of mind attention getter.

It can be easy to miss an email or a text (email open rates average only around 17-25%), but more difficult to miss a phone call or voice mail. And from an emotional standpoint nothing is as welcomed as a phone call from someone you know, respect or admire.

5 ways to use Voice Broadcast

- Send intro messages to **core group of B2B prospects**, i.e. HR, Staffing Managers, Consultants, Coaches, etc. letting them know about your Certification Course offerings.
- Send messages to **current customers** letting them know about upcoming Certification Course offerings.
- Send messages to current customers informing them of **NEW certification standards and/or guidelines**.
- Send **confirmation calls** prior to upcoming classes to insure a minimum of no-shows or cancellations.
- **Increase Direct Mail Response** - Direct Mail still makes money but most mailers are thrown in the trash. By sending a voice broadcast ahead of a mailing, alerting people to "be on the lookout for a specific mailer, postcard, newsletter, etc., and not to throw it away...", readership response can increase by 3-5 times. You can use the same tactic for Email.

Case Studies

The Benefit of using ART's Voice Broadcast to Increase Certification Class Attendance

AramSCO & Interlink Supply

One of the nation's largest suppliers of goods and services to contractors and other organizations in markets such as environmental safety, disaster response, surface preparation and restoration.

Case Study #1

Challenge:

Increase Attendance for Kansas City, KS Carpet Cleaning Technician class.

Situation:

14 students were signed up for the class but 23 were needed to fill it.

Solution:

Used ART to send Voice Broadcast calls which took minutes and cost **\$194.60**.

Result:

9 additional students signed up as a direct result of the Voice Broadcast calls (filling the class) representing \$2,691 in revenue minus the cost of the Voice Broadcast calls.

Total Net Revenue: \$2,496.40 12.83X ROI

Case Study #2

Challenge:

Increase Attendance for 2 separate Technician classes being held in one week in Seattle, WA location.

Situation:

The Carpet Cleaning Technician class had only 10 students signed up.

The 2nd class (Water Restoration Technician) had previously signed up 18 students in April and May but then nothing more.

Solution:

A combo Voice Broadcast message advertising both classes was sent out. The cost of the broadcast was **\$196.42**

Result:

8 more students signed up for the Carpet Cleaning Technician class bringing in \$2,195.58 in Net Revenue (after Voice Broadcast costs) which was huge. **11 more students signed up** for the Water Restoration Technician class generating a net revenue of \$4,389.

Total Net Revenue for both classes: \$6,584.58 33.52X ROI

Case Study #3

Challenge:

Increase Attendance for Omaha, NE Water Restoration Technician Class.

Situation:

Only 15 students were signed up for the class.

Solution:

A Voice Broadcast message advertising the class was sent out. The cost of the broadcast was **\$179.65**

Result:

7 additional students signed up as a direct result of the Voice Broadcast calls accounting for a net revenue (after Voice Broadcast costs) of \$2,613.35.

Total Net Revenue: \$2,613.35 14.55X ROI

Case Study #4

Challenge:

Increase Attendance for Kansas City, KS Water Restoration Technician Class.

Situation:

Additional students needed to fill class.

Solution:

A Voice Broadcast message advertising the class was sent out. The cost of the broadcast was **\$194.60**

Result:

6 additional signups were generated which in the opinion of the organizers prevented the class from being cancelled and instead turned it into a success.

The net revenue (after Voice Broadcast costs) was **\$1,599.40**.

Total Net Revenue: \$1,599.40 8.22X ROI

Case Study #5

Challenge:

Increase Attendance for the Lorton, VA Water Restoration Technician Class.

Situation:

There were only 2 students who had signed up for the class.

Solution:

2 Voice Broadcast campaigns advertising the class were sent out at a cost of **\$103.36**.

Result:

After the first broadcast **17 students signed up**.

After the 2nd Voice Broadcast, **22 more students were added** bringing the total student signups from the broadcasts to 39. In the end, these two Voice Broadcasts were hugely successful in filling this class.

It is important to know that the class breaks even at 12-14 paying students, depending on the type of class and the expense of the instructors. So, for this **Water Restoration Technician class**, the Voice Broadcast was responsible for 39 paying customers.

With 14 student's fees covering the expenses, the net revenue generated by the remaining 25 students (after Voice Broadcast costs) was \$10,669.64.

Total Net Revenue: \$10,669.64 103.22X ROI

Uniqueness of ART's Concierge platform:

What separates ART from other Voice Broadcast providers?

There are a lot of Voice Broadcast companies out there, but most of them are purely technology providers who say, "here's the technology we provide...good luck." So, you're pretty much on your own.

The difference with ART is that we offer a complete start to finish Revenue & Retention Program which means:

- We operate as a **Technology Provider**, which is the Voice Broadcast tool...
- We provide a **Turnkey Concierge Service** where we upload, format and protect your phone lists, monitor and schedule all your calls including daily drip campaigns, provide detailed reports and record the actual messages on your behalf if desired.
- We operate as a **Marketing Consultant** that provides a complete script library, advises on script selection, custom script creation, and industry specific marketing advice.

All of this is designed to increase response, engagement and ultimately revenue for very little cost.

In just 3 simple steps you can set up delivery of your messages.

Step 1. **Record** your message(s) in your own voice by calling our 800 number and entering your Account number and Password.

Step 2. **Email** the appropriate customer contact information to ART, using their encrypted ftp link, who will then format and upload your list.

Step 3. ART will then **schedule** your calls to go out on the days and times desired.

ART's Voice Broadcast is not "Robo-Calling"

The term 'Robo-Calling' has had a negative connotation recently in the news due to large companies who send out millions of Voice Broadcast telemarketing calls during dinner from an uninvited source letting you know you've won a "free cruise" for taking a short survey, or offering to reduce your credit card interest rates or a politician asking for your vote. These are the types of calls that have infuriated consumers.

On the other hand, when someone you know, respect or admire calls with a nurturing or informational message pertaining directly to you, you are happy to listen. That's why ART's customers only use Voice Broadcast to call those they already have an existing relationship with.

Opt Out Procedure:

To comply with FCC/FTC rules, ART provides a toll-free number displayed on the Caller ID that if dialed, allows the call recipient to opt out of receiving further messages by following a key press procedure.

The truth of the matter though is that less than 1% ever chooses to opt out. This is because your message is relevant, your list is targeted, and is comprised of people who do want to hear from you.

Best times to send Voice Broadcast calls out: 10:00am to 4pm local time.

Using this time frame has insured that most calls will go to an answer machine. This is desirable for two reasons;

1. There will be the impression by the recipient that the caller actually made the call individually.
2. More people are apt to listen to the entire message if it's sent to an answer machine versus a live pickup.

Recycling calls:

It's important to 'recycle' all the numbers that didn't connect the first time due to busy signals, no answers, unknown connection problems, etc. to ensure the greatest connection success.

ART performs this recycling procedure as a part of our concierge service.

How much does it cost?

- There is a discounted \$99 one-time set up fee (normally \$149).
- There is a minimal \$20/month Turn Key assistance fee that covers the baseline cost of your dedicated phone line, the monitoring and maintenance of all of your calls as well as the daily scheduling that we undertake to send "drip" campaigns such as Birthday wishes and important reminders for our customers who choose to take advantage of these campaigns. This fee also covers the time we make available to our subscribers who contact us seeking help with everything from script selection, custom script creation, marketing advice, recording their messages, or formatting and uploading phone lists.
- **A typical 30 second message** that connects and plays costs an average of **7-9 cents**.

Questions or Inquiries?

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