



## How to use Voice Broadcast in your Agency to Increase Engagement, Sales, Retention and ROI

### 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.

### What does ART do?

We help your Agency use Voice Broadcast to send Nurturing and Notification Messages, in Your Voice, to hundreds or thousands of your Customers’ 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.

### 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.

## **The ART Insurance Strategy:**

- **Decrease** Late Pays and Lapses
- **Decrease** Defection to the Competition
- **Generate More** Referrals, Cross and Up Sells

Agents use our service to help protect their book of existing customers against defection to the competition by strengthening the customer bond through a strategy of **proactive customer communications**.

This marketing effort of regular personal contact, **a minimum 4 to 6 times a year**, not only improves customer satisfaction and retention levels but it also **saves staff resources** by reducing your staff's outbound calling load, enabling you to redirect those resources to tasks like sales and support, updating records at renewal time, sending late pay reminders, announcing premium increases, etc.

## Best ways to use ART's Voice Broadcast:

### For Retention: Customer Appreciation and Experience Messages

- **Notify customers of Agency Purchase / Relocation / Grand Openings**
- **Thank You for Your Business** messages---a must.
- **Happy Birthday messages.** If you have a record of your customers' Birthdays, you can schedule a 'Happy Birthday' call to automatically go out on the exact day. It's a gesture that shows you remember them and care about them.
- **Happy Holiday Touches**---Memorial Day, 4<sup>th</sup> of July, Thanksgiving, Christmas, etc.
- **Time Change Reminders** in March and November---customers love this one.
- **Helpful Consumer Tips**---**Safety:** ID theft, Teen driving, Vacation, Seasonal: Fire, Flood, Hurricane, Tornado, etc.

### To Drive Revenue:

- **Bundle and Save information Offered**
- **Policy Updates** – offer at least once a year to insure proper coverage and identify changes by scheduling your message to automatically go out 30 days prior to each customer's anniversary date.
- **Long Term Care**
- **Life Insurance**
- **Introduce Financial Professional** – drives inbound financial inquiry calls.
- **Commercial Insurance**
- **Specialty lines:** Boat, Motorcycle, Motor home, etc.
- **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.
- **Increase Email Response** using the same tactic as above but for email. Send a voice broadcast message alerting your customers to be on the lookout for emails you send to them including *what the subject line says*. This is critical seeing how the response rate from email marketing campaigns has decreased in the past few years.
- **Invite to visit your website**

### 'As needed' campaigns:

- **Late Pay Reminders and Claims Follow-up**
- **Premium Increases**
- **Emergency Alerts** such as Disasters, Hurricanes, Storms and other Emergencies.
- **Community Announcements and Support for local Charities**---sponsor a message on behalf of local non-profits.

## Bonus Benefit: E & O Protection:

The high success rate of our service ensures that more customers will actually hear the Agent's willing offer of a review.

This has two significant benefits:

- Increased satisfaction because the offer alone is appreciated by customers.
- Agents will have a system that not only reaches more customers but also acts as a record of their fiduciary effort to make sure customers are properly covered and receiving all discounts.

## **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 setup fee** (normally \$149).
- There is a minimal **\$20/month** Turn-Key subscription fee (normally \$30). It covers the baseline cost of your dedicated phone line and the monitoring and maintenance of all your calls. Also, it includes 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. Further, this fee 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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