



## Voicecast

### "Voicecast provides an exciting, innovative and unique method to contact your target audience"

Voicecast provides an exciting, innovative and unique method to contact your target audience. Voicecast enables you to deliver a real voice message to thousands of landline and mobile telephones simultaneously. Using a real voice allows you to accurately convey the ideal tone for your message. Traditionally the logistics and cost of providing recipients with a real voice message have made such campaigns cost and time prohibitive.

Prodocom provides a completely managed voice distribution service. Through consultation with Prodocom, the Campaign dynamics are determined. These can range from a simple outbound broadcast to response recording, touchtone connection to a live operator, and text to speech conversion for message personalisation. Once the dynamics have been decided simply provide Prodocom with the relevant database of numbers and recorded voice message (Prodocom can provide professional voice production services if required) and we will manage the campaign from execution through to complete reporting.

Voicecast is particularly effective for reminders, advertising campaigns, political messaging, employee communications, subscription information to name but a few.

#### Applications for Voicecast

- » Reminders
- » Advertising campaigns
- » Political messaging
- » Employee communications
- » Subscription information
- » Supporting complementary above and below the line advertising
- » Response distribution
- » Thank you messages

#### System Requirements

Voicecast is run as a managed service and as such there are no client system requirements. Simply consult with Prodocom to confirm campaign dynamics and let us handle the campaign for you.

Automated Voice messaging will require a degree of integration with your existing platform. Consultation with Prodocom will be required to ascertain the optimum means to integrate in your environment.

#### Voicecast Key Features

##### Use of a "Real" Voice

The spoken message can more accurately convey the appropriate emotion than a printed statement. Your recipients will interpret your message as you wish them to. Some clients make use of a voice that the recipient will recognize and identify with eg sports personality.

##### Integrated Voice Messaging

Prodocom can integrate with your platform to provide automated voice messaging providing effortless and perfectly timed message delivery.

##### No Operator Required

Using a prerecorded message not only enables consistently accurate message portrayal, but can be conducted at a fraction of the

#### Key Features

- » Use of a "Real" Voice
- » Integrated Voice Messaging
- » No Operator Required
- » Thousands of Contacts Can be Made Simultaneously
- » Touch Tone Connection to a "Live" Operator
- » Text to Speech Conversion

#### Prodocom Value Proposition

- » No Capital Outlay
- » Unlimited Scalability
- » The Flexibility of Local Development
- » More Effective Deployment of IT Resources
- » Complete Redundancy
- » Access to Emerging Technology
- » Competitive Delivery Costs

#### For More Information

If you haven't found the information you were looking for, or have any questions please feel free to call us on **1300 132 739**.

cost of using a live operator.

**Thousands of Contacts Can be Made Simultaneously**

Even huge campaigns can be conducted in a very short time frame making sure your message is heard when it needs to be.

**Touch Tone Connection to a "Live" Operator**

Recipients can be connected to a live operator for further interaction such as credit card payment. This technology ensures that the paid operator time is used effectively.

**Text to Speech Conversion**

Prodocom can convert text from your database to synthesized speech for message personalization. This allows a uniquely appropriate message to be delivered to each recipient.