

## Operations - Outgoing

***Contact your customers and prospects electronically using the method they prefer.***

### **EMAIL OPERATING SYSTEM**

#### **Design Support**

- Create headers that will cut through inbox clutter
- Proven design templates
- Customized design.
- Turn text or webpage content into html emails.
- Attachment delivery.
- Message Development and Management

#### **Personalization.**

- Demographics.
- Message Management.
- Email surveys.
- Friend referrals.
- Unsubscribe
- Delivery Management

#### **Email inspection.**

- Load balancing.
- Precision Timed Delivery.
- Guaranteed Delivery.
- Guaranteed Readability.

#### **Response Management**

- Campaign response sites.
- Reply handling.
- Triggered response system.

#### **Response Tracking and Reporting**

- Track clickthroughs, opens, replies and forwarding.
- Recipient action tracking.
- Survey and user profiles.
- Real-time reporting.

#### **Mailing List Management**

- Easy and secure viewing of your active and inactive list.
- Upload your database easily and quickly.
- Complete customer profiles.
- Frequency monitoring to determine list effectiveness.

## **PHONE MESSAGING SYSTEM**

### **Multiple Message Types**

- Appointment confirmations
- No-show reschedules
- Birthday greetings
- Recall notices
- Balance due notification

### **Message Building Technology**

- Merge voice elements
- System Voices
- Multilingual
- Message Mapping

### **Message Delivery Technology**

- Call Scheduler
- Holiday Scheduler
- Family Messaging
- Call Blocking
- Answering Machine Detection

### **SmartText™ Reminder Text Messages**

- Pinpoint delivery
- Opt-in/opt-out standards
- Mobile number verification
- Data merge
- Receipt and detailed reporting
- Number portability
- Two-way communication

### **Response Options**

- 0-speak with an attendant
- 1-confirm appointment or message receipt
- 2-repeat the message
- 3-leave a message
- 4-listen to additional information
- 5-cancel or reschedule appointments

### **Reporting**

### **Customer Name Library**

## **FAX MESSAGING SYSTEM FEATURES**

### **Recipient Opt-In Required**

- Clients must supply opt-in fax list

### **Personalized Messages**

- Intelligent document creation on individual level

### **Message Delivery Technology**

- Call scheduler
- Holiday scheduler
- Attempts – initial plus 2 redials
- Call blocking

### **Opt-out Option**

- Recipients given a toll-free number to call to be deleted from fax mailing list.

### **Reporting**

- Call activity by customer and location