

Protus Voice Every Call Counts

Contact/Call Center Solution

Overview

Create effective, low cost voice marketing campaigns. Call centers must effectively manage resources and keep agents on the phones with customers. Protus Voice enables you to send thousands of calls to customers and connect them quickly to your live agents.

Key Benefits:

- ▶ Improve call center agent productivity and connect agents with more hot leads.
- ▶ Reduce the time live operators spend on outbound calls and improve their sales efficiency.
- ▶ Increase campaign response rates when Protus Voice is mixed with other direct marketing programs.
- ▶ Follow up on direct marketing and advertising campaigns.
- ▶ Strengthen call center operating ROI.
- ▶ Improve sales lead follow-up conversion rates.
- ▶ Get live feedback on program results with comprehensive reporting and tracking metrics.

With Protus Voice, your call center will benefit from stronger campaign results, higher customer satisfaction, and reduced operating costs.

Protus Offers your business:

- ▶ Complete, end-to-end voice solution
- ▶ Highly competitive volume connect capacity
- ▶ Unmatched service reliability



Protus Voice - Contact/Call Center Solution

Protus Offers your business:

- ▶ Accessible, friendly customer service
- ▶ Knowledgeable customer support
- ▶ Unbeatable value
- ▶ Compliancy adherence measures

Features:

Easy, web-based campaign management

Create, schedule, launch and track your voice campaigns using the Protus Voice easy-to-use, self-serve website.

Unlimited voice message recording

Record your voice messages with Protus Voice or upload your pre-recorded sound files.

Flexible voice message controls

Allow customers to replay messages and opt-out of campaigns. Capture receipt confirmations.

Adjustable date/time delivery

Schedule your voice calls and reach your audience at a date/time when they're most receptive.

'Hot Key' call transfer to a live operator

Embed hot keys in your voice messages and let customers reach a live operator by pressing a button. Transfer to a phone number of your choice.

Smart answering detection - machine & voice

Setup your campaigns to reach answering machines only, live-answer only, or a combination of both.

Flexible call list management

Benefit from centralized list management. Create lists using industry-standard Microsoft® Excel, Access or ASCII comma delimited files.

Interactive surveys and questionnaires

Create interactive voice questionnaires to get instant feedback from customers. Track progress and view results online.

Comprehensive, real-time reports

Ensure maximum return on investment (ROI) with live campaign reports.

Instant results online

Get instant real-time access and immediate online reporting of campaign results.

Automated do-not-call & opt-out management

Respect customer privacy with automated do-not-call management, opt-out processing, and scheduled allowable-hours calling.

Secure XML for System Integrators and Value-Added-Resellers (VARs)

Complete, documented and secured API to ease custom development.

About Protus

Protus IP Solutions – a high-growth application service provider – offers value-added voice, email and fax messaging services to businesses around the world. Our customers are involved in every industry sector, including finance, insurance, real estate, pharmaceuticals and retail. Whether they use our services across the company or for key operational requirements, our customers rely on Protus to simplify their voice, email and fax communications. We help them reach customers more effectively, process documents more efficiently, and access information with greater speed. Protus solutions are sold both directly and through a network of worldwide partners, including major service providers.

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