

# Protus Voice

## Every Call Counts

### Overview

Experience Protus Voice, an effective and smart way to connect with your customers. Protus Voice allows businesses to communicate to thousands of customers at once with a single voice call.

### Use voice messaging to:

- ▶ Send timely notification and reminder voice calls
- ▶ Poll customers for instant feedback
- ▶ Leverage email and direct mail campaigns to improve response rates

Protus Voice is the perfect solution for call/contact center marketing programs, customer notifications and reminders, and political campaigners.

### Easy as 1-2-3

Protus Voice is a simple, self-serve web-based service. You just record your audio message, launch your voice marketing campaign, then view live results as Protus collects data from answered calls in real time.

1 Create your voice campaign



2 Launch it through our website



3 Track live results online



## Protus Offers your business:

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

### Use Protus Voice for:

- ▶ Direct marketing, advertising, and sales campaigns
- ▶ Customer retention
- ▶ Appointment reminders and scheduling
- ▶ Subscription renewals and notifications
- ▶ Communication updates
- ▶ Polling and surveying

## 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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