

Protus Voice Every Call Counts

Political Campaign Solution

Overview

Reach thousands of voters instantly. Campaign professionals understand the value of voice marketing. That's why political parties across North America use Protus Voice to deliver voice messages to thousands of voters at once, poll local communities, and help drive awareness and encourage voters to vote.

So take the lead during election time, or gauge post-election sentiment, and try one of the most powerful and cost effective political campaign solutions on the market.

Key Benefits:

- ▶ Personalize your campaign and reach thousands of voters at once.
- ▶ Easy to use, no hardware or software required.
- ▶ Cost-effective, great impact for your dollar investment.
- ▶ Launch new campaigns in minutes. Respond quickly to sudden changes during election time.
- ▶ Increase awareness of your position on key subject matters.
- ▶ Poll the community to get feedback and see immediate results with real-time online reporting.
- ▶ Encourage voters to vote! Create campaigns quickly before and on election day.
- ▶ Announce local event updates to get greater attendance.

Protus Offers your business:

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



Protus Voice - Political Campaign 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 voters. 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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