



Advantages for Marketing

Email and the Web are great, but don't forget to make or take the call

The marketing advantage of voice helps boost sales and support for your organization.

Thanks to the web, many companies market products, services or causes online. However, voice is still a critical element when it comes to marketing and selling most products and services, raising funds for non-profit organizations or supporting political campaigns or causes. Most buyers, donors or supporters trust voice and want to talk to a person who represents the organization before they buy or commit to a cause or action.

While email and the web are great – no denying that – organizations can boost their results by making or taking the call. Voice provides intimacy and immediacy. For instance, if an objection is raised, the agent can overcome it immediately and preserve the sale. When it comes to the advantages of voice, the Aizan Voice Assurance Suite presents a one-two punch: it boosts marketing results and lowers telecom costs.

Using elements of the Aizan Voice Assurance Suite, companies automate outbound call campaigns. However, unlike many automated dialers, Aizan eliminates the predictive lag – the pause before the agent comes on the line. This minimizes hang-ups and boosts results. Aizan products also supplement print, broadcast and online marketing campaigns. Promotions can include toll free numbers that consumers call to hear current or additional information on products, services and other elements of the marketing campaign, such as contest updates. Messages can be updated in close to real time, reflecting product availability or pricing or the results of contests or fundraising campaigns. This keeps marketing campaigns current, without the cost of additional ads. Since no paper is required to extend the life of campaigns, Aizan products can help “green” companies.

In addition, companies can obtain pertinent caller information to gauge the effectiveness of ads running in various markets and to conduct callback campaigns. Callbacks with Aizan products can be made by live operators or delivered as recorded messages. Once called parties listen to the message, they can transfer to a live agent who can close the sale or answer any remaining questions. Messages can be delivered in a variety of languages from which the call recipient can choose.

Aizan products are also used to forward inbound calls to the right person, no matter where that person is – in the office, at home or on the road. The right person can always take the call, which boosts productivity, customer satisfaction and marketing results.

Aizan Voice Assurance Suite is hosted, thereby providing independence from carrier and onsite telecom infrastructure. If your telecom provider or onsite network goes down, Aizan keeps on humming – providing business continuity. Outgoing voice message calls continue to be made and you can quickly redirect incoming calls to cell phones, home phones or phones in remote offices, so you never lose a call – or an opportunity.

It costs you far less than you might imagine to use the advantages of voice to boost your sales and marketing results. With Aizan's hosted services, you pay only for what you use, not for fixed assets. In addition, you retain full control over your communication messages and processes. In short, you ensure business continuity, improve customer relationships and retention, cut telecom costs and boost the effectiveness of your marketing campaigns – all with the Aizan Voice Assurance Suite. Now that makes business sense, especially for companies looking for that competitive marketing edge.

- **Read more about the Aizan Voice Assurance Suite.**
- **Read more about how Aizan assists specific vertical markets.**