



## **Advantages of Voice**

### **Use voice for immediate and intimate encounters with contacts**

*When the stakes are high, it helps to talk to someone*

The Chief Financial Officer of a major enterprise did not like the results of a new marketing campaign. He received the campaign data while on the road and sent a short email from his Blackberry to the VP of Marketing: "Dead-end campaign. Reverse course." Moments later, he received a reply – a one-word expletive. The cyber fur flew as the two executives rapidly exchanged email insults. When they met in the office the next day, they almost came to blows.

Up to 90 per cent of communications in the workplace is routine and can be conducted effectively by electronic means, says Ron McMillan, vice president of VitalSmarts LLC, a communication training company located in Provo, Utah, and co-author of the best-selling book, *Crucial Conversations: Tools for Talking When Stakes are High* (McGraw-Hill). While email and instant messaging allow people to communicate easily, there are times when the financial or emotional stakes are high. At those times, people should meet face-to-face or pick up the phone, says McMillan.

When communicating by email, people miss important non-verbal messages – eye contact, voice inflection and body language – that help them avoid misunderstandings and defuse potentially volatile situations. When they communicate face-to-face, they see the non-verbal clues. When they talk on the phone, they hear voice inflection, volume and pauses. In addition, they can quickly clarify what was said to avoid misunderstanding. In short, voice helps people communicate more efficiently and effectively.

For instance, the phone can be used as an effective sales tool. Amazon can use the web to sell simple products like books and DVDs; however, more complex products require the personal and intimate touch you get with voice. You can deliver your message, answer questions and overcome objections that would otherwise prevent the sale from closing. Expensive and complex products may require a sales call; however, voice can be used to set up the meeting.

Customer service situations can be more easily handled by voice rather than by email. Companies can create online FAQs and searchable databases in an attempt to improve customer service; however, when customers really need you – when problems are complex or mission critical – they pick up the phone. When working to resolve problems, you use a calm voice and ask probing questions to ensure you have all the information you need before recommending solutions.

On the other hand, if you are faced with an urgent situation and have to contact people outside your immediate vicinity, the phone is most direct instrument you can use, and you can use your voice to convey the urgency the situation requires.

All of the above is true, but if the calls don't get through, it defeats the purpose and effectiveness of voice. Using elements of the Aizan Voice Assurance Suite, companies can ensure inbound calls reach the person with the right language skill and product or technical knowledge, no matter where that person is located – in a contact centre, a home office or on the road. Companies also use Aizan's automated outbound call solutions to take a proactive approach to sales, customer service and urgent communications. When sending out messages, Aizan lets you use any language or even record messages in multiple languages so you can let your contacts choose their preferred language.

The Aizan Voice Assurance Suite is hosted, providing independence from carrier and onsite telecom infrastructure. If your telecom provider or onsite network goes down, Aizan keeps on humming – providing business continuity. You can quickly redirect incoming calls to mobile phones, home phones or phones in remote offices and you can continue to complete outgoing calls. This boosts employee productivity and customer satisfaction.

It costs you far less than you might imagine to implement the Aizan hosted voice advantage. You pay only for the services 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, boost sales and cut telecom costs. All with the Aizan Voice Assurance Suite. Now that makes business sense.

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