



EMA | *Enhanced Messaging Application*
Broadcast messaging made easy.



How this product can help your business

- Boost Sales and Customer Satisfaction
- Improve Employee Communication
- Enhance Productivity
- Reduce Operating Costs

Overview

Professionals understand the benefit of reaching the right contacts with information or offers that are well crafted and delivered on time and on budget. That's why they use EMA to broadcast interactive voice messages, emails and short messages to thousands of clients, prospects, employees or other stakeholders across North America. Using the telephone, the most widely available communications technology, EMA enables rapid interaction with your target audience in the language of your choice. One benefit message recorded; thousands of messages delivered in minutes.

Key Benefits

- Improve Customer Care – Enhance your competitive advantage
- Hosted Solution – No on site hardware, software or technical staff required
- Web-Based – Build and revise your contact lists in minutes; import contacts from a database
- Language of Preference – Recorded Messages can be delivered in any language
- Customize Messages for Various Lists
- Set Message Delivery Date and Time
- Increased Efficiency – Automatic Dialing contacts more people in less time
- Reach 100% of Your Audience
- Faster than Mail – Contact is immediate
- Cut through Communications Clutter – People respond to voice!
- Live vs. Voice Mail – Leave one message if call is answered, leave another on voice mail
- Hot Key Connection – Recipients can connect to Live Help with the press of a button

EMA FACT V3

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Key Benefits continued

- Voice Assurance Suite – EMA is part of the Aizan Voice Assurance Suite, which also includes AUTOMATED VIRTUAL ATTENDANT (AVA), CALL ALLOCATOR, INFOLINE, Keep Originator On Line (KOOL), Virtual Contact Center (VCC), Virtual Fax Manager (VFM) and other products

Features

Hosted Solutions

Aizan keeps the technology humming; you eliminate capital costs and ongoing maintenance charges. You keep complete control of message content, contacts and broadcast delivery dates and times.

Define the Application

Use EMA for sales and marketing, customer support, information delivery, urgent response, debt collection or other communication requirements.

Flexible Call List Management

Create calling lists using industry-standard Microsoft® Excel, Access, CSV, and more. This provides great caller list management flexibility for any business or organization.

Rapid Web-Based Campaign Creation

Create, schedule, launch campaigns in minutes with the secure, easy-to-use EMA self-serve website.

Unlimited Voice Message Recording

Record your voice messages in the language of your choice from any standard telephone using the Virtual Recording Studio.

Text to Speech Conversion

Easily create your broadcast message from an English text message source.

Call Throttling

Broadcast voice messages to your phone lists instantly or adjust for call centre capacity or staffing constraints by controlling the delivery pace with EMA's "throttle" feature.

Smart Answering Detection – Live Voice or Voice Mail

EMA automatically determines whether calls are answered live or by voice mail. Call management options include retry if answered by voice mail, if busy or if no answer.

Flexible Voice Message Controls

Allow called parties to replay messages, respond to prompts and even request exclusion from future broadcasts.

Features continued

'Hot Key' Transfer to Live Operator

Include hot keys in your voice messages and let customers reach a live operator with the press of a button. Preset or vary your transfer phone number by campaign.

Quick Feedback Polls

Allows called parties who answer to provide quick feedback by touch-tone entry; you receive instant input and campaign results.

Full Results Reporting

Campaign results are available for review online or for printing in detail or summary form. Reports let you know if you reached a live person or voice mail, who pressed which hot keys, and more—all based on your criteria. Download call report data in PDF, TIFF, Excel and other database formats.

World-Class Customer Care

Put EMA to work for you with complete confidence from day one. Get the right message to the right contacts at the right time—all the time.

100% Hosted - 100% benefit

As a fully hosted, hardware-free application, EMA delivers its services continuously. It is not affected by local disruptions such as power loss, connectivity issues, lack of technical support staff or other elements that could have a negative impact on service delivery. There is no need to purchase, maintain or install any equipment



Application Areas

- Low Cost Voice Marketing Campaigns
- Collection of Past Due Accounts
- Student Notification
- Appointment Confirmation
- Employee Notification
- Subscription Reminders
- Customer Support
- New Product Announcements
- Urgent Communications and Alerts

Voice Assurance Suite

- AUTOMATED VIRTUAL ATTENDANT
- CALL ALLOCATOR
- INFOLINE
- KEEP ORIGINATOR ON LINE
- VIRTUAL CONTACT CENTRE
- VIRTUAL FAX MANAGER

Your Hosted Voice Advantage

About Aizan Technologies Inc.

Aizan is an on demand Voice Application Service Provider. As a trusted partner we provide solutions for customer care, business continuity, marketing and business process improvement to hundreds of North American customers through our Software as a Service (SaaS) model. We deliver a variety of progressive applications and services through our Aizan suite of hosted products including broadcast messaging, automated information line, real time voice traffic management and Virtual Contact Centre for inbound and outbound customer contact programs.



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