



Voice Messaging

► Voice Messaging consistently delivers cost-effective results.

- State-of-the-Art Technology
- Message Delivery to Thousands or Millions in Just a Few Hours
- Fraction of the Cost of Direct Mail

“If you use direct mail or traditional telemarketing to communicate to your existing customers you must investigate Voice Messaging. The results we’ve achieved have been phenomenal.”

– Brant Snead, Director of Customer Relations
Suncom Wireless

If your business would benefit from a quick, effective and inexpensive means of communicating with your customers, Alesco’s Voice Messaging service may be the “silver bullet” you’ve been looking for.

Voice Messaging is a new, state of the art telephony technology that allows companies or organizations to leave natural sounding, pre-recorded messages on clients’ answering machines or voice mail. Our system calls your customers’ phones and, when it detects an answering machine, leaves a professionally recorded message of 30 to 40 seconds duration. The quality of the voice message is so clear that recipients cannot tell the difference between our recording and a live person.

A company, non-profit, or political candidate can record a message and have it automatically delivered to thousands or even millions of people within hours — at a fraction of the cost of a direct mail campaign:

Cost Comparison Direct Mail* versus Voice Messaging

	Direct Mail	Voice Messaging
Printing	\$1,450.00	N/A
Lettershop	\$ 350.00	N/A
Postage	\$2,100.00	N/A
Voice Messaging	N/A	\$1,500.00
Total	\$3,900.00	\$1,500.00

*Based on 4/1 color postcard mailing, excluding creative and copywriting, 5,000 Contacts Each.

When used on a stand-alone basis, organizations are able to drastically reduce costs, shorten lead times and increase response rates as compared to direct mail campaigns. When used in conjunction with direct mail, the results are even more impressive. Some clients have doubled their response rates by sending follow-up messages shortly before or after their direct mail campaigns.

How Voice Messaging Works

1. Message is scripted by you or by Alesco’s professional writing team.
2. Message is recorded using your voice talent or Alesco’s voice talent.
3. You provide us with an electronic file of your customer phone numbers.
4. Alesco implements an automated voice messaging campaign on the day and time of your choosing.
5. Alesco provides comprehensive reporting that outlines the results of your campaign.

