



# AMEYO

# Broadcast Dialing

Broadcast dialing is an innovative, mass communication technique which allows the user to send hundreds or thousands of phone calls instantly and simultaneously. Through broadcast dialing, you can send a prerecorded message to thousands of phones from a targeted dialing list. It enables one to conduct effective communication anywhere across the network, with just a blink of an eye.

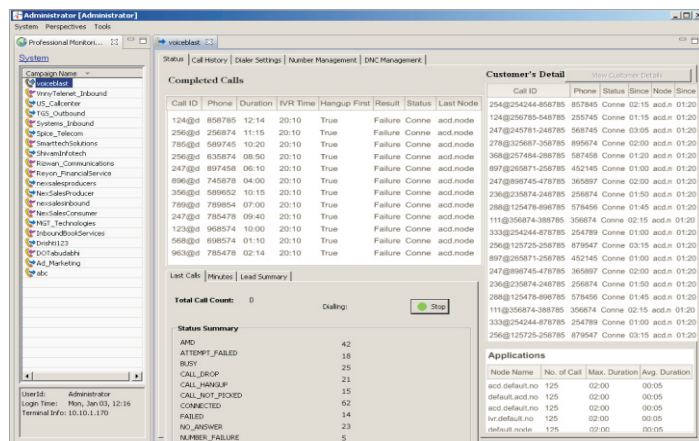
## Effectiveness of Broadcast Dialing

Broadcast technology is an effective approach for business applications, community alerts and notifications, and even political campaigns. For businesses, announcements and advertisements can be sent to prospects and clients. Because of its nature, people who use broadcast dialing are able to reach the masses whether they are customers, employees, constituents, subscribers, members, or answering machines. Due to the ability to reach out to a massive number of potential clients instantly, broadcast dialing find application across various industry verticals.



## Ameyo's Broadcast Dialing Application

Ameyo's broadcast dialing specializes in political dialing, mortgages, cell phones, satellites, travel, debt, health, and public safety. It caters to both small and large businesses alike. Ameyo broadcast dialing is the perfect destination for a complete voice broadcasting experience.



Ameyo's broadcast dialing systems manage a database of phone lists, as well as digital phone messages. Using telephone components, these computers can broadcast thousands of phone messages at a time. Personalized information can also be included in the phone messages through the integration of Text to Speech software. Advanced systems include Answer Machine Detection-the technology to properly play a unique message on answering machines without message confusion.

## The Execution

In order to function properly, the process of creating and sending broadcasts need few components. There should be a source of telephone numbers used for the dialing stage of the broadcasting. The message to be sent must be prepared in digital recording beforehand. To execute the dialing, you may add hardware or software to telephone trunks coursed through a conference bridge or Voice over Internet Protocol.

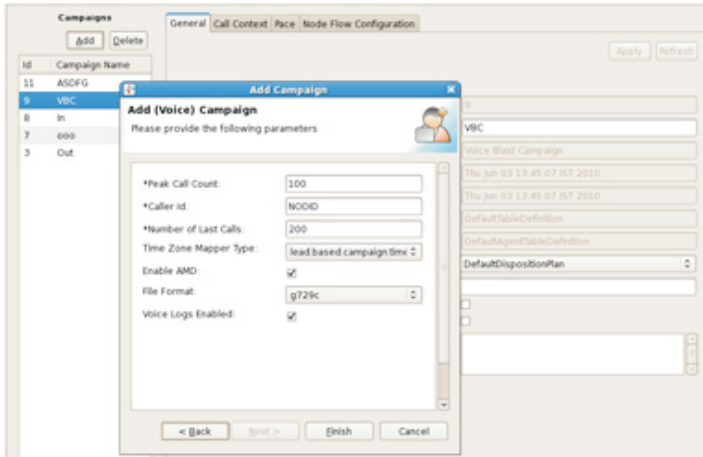
## How does it work?

In broadcast dialing, the systems are configured to allow each telephone number listed on the database to be dialed at regular intervals until such time when a call is connected. Ameyo's in-built voice recognition software makes way for the automated message to begin playing whenever the system detects that the call has been answered. Now, if the call fails to connect because of busy tone, or when there is no answer from the other line, the phone number returns to the queue for redialing after several minutes have lapsed.

In Ameyo broadcast dialing, the supervisor or operations manager has the rights to manage and handle the entire broadcast. Ameyo provides customizable templates as well for preparing broadcast messages. The supervisor can select specific lead set for the campaign along with date and time of the broadcast activity. The supervisor can also view the reports of the related activity viz. messages sent, unsent, received, etc.

## Drishiti's Add-on - Interactive Broadcast Dialing

The interactive broadcast dialing, also known as interactive voice messaging, is a program that allows the call recipient to listen to a recorded message, and interact with the system by pressing certain keys on the keypad. The program allows the call recipients of broadcast dialing to reply through touch tone keypads on their phones, or to hear the broadcast again, or be transferred to a live representative.



The system is able to detect which key is pressed. It can also be programmed to interact and play several messages. The actions that can be programmed include information verification, surveys, navigation through a phone menu. This feature is very helpful in telemarketing campaigns because it can generate sales leads effectively; accumulate information for future references, or to receive feedback on the subject matter of the broadcast.

## Key Benefits

Businesses use broadcast dialing to promote their organization, products or services. There are more qualitative results that are captured by allowing their clients or call recipients to leave their own message. The key benefits you can derive from this highly innovative technology solution are:

- Reach more customers – ideal for telemarketing
- Increase contact frequency – very effective for collections process
- Configuration of Phone messaging broadcast – can be used innovatively for political campaigns
- Savings on agents costs by implementation of IVR-based broadcast

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