

A Professional Telephone Image Can Gain Instant Credibility!

and a lousy one can really blow it!

How you sound over the phone is at least as important as how you look in print!

Your phone is "frontline marketing." Plan to provide the best sounding program possible! When you have only one chance to make a good first impression, put your best "Voice" forward!

TeleBrandingSM CONSULTING SERVICES

TeleBrandingSM professional consulting services can really make a difference in developing a user-friendly automated telephone system. We work in tandem with present phone equipment vendors, or help you locate one in your area.

TeleBrandingSM Services Include:

- System Analysis—Review competitors' programs. Create wish list with your staff. Structure plan of attack with your equipment provider.
- System Development—Select voice talent. Supervise studio recording. Set up prototype for client review. Beta test prototype.
- Preliminary Investigation—Review existing program, voice prompts, scripts, service contracts, available features, marketing & advertising materials, etc.
- System Design—Develop new call flow, announcer scripts. Secure approval and revise as needed.
- System Implementation & Evaluation—Finalize design. Supervise upload. Evaluate performance.
- Printed Guides—A printed directory or guide helps callers quickly learn to use your system. We can provide scripting, design, artwork—all the way to full-color brochures!

Also inquire about:
AutoMatt IVR Service Bureau—
Instantly add call capacity without
adding staff or equipment!

Get a TOTEL[®] Image Makeover! Let Advertel's TeleBranding Specialists custom design a TOTEL[®] package of TeleBrandingSM Services that's right for your company:

- TOTEL[®] System Call Flow Redesign
- TOTEL[®] VoiceTrax Voiceprompts
- TOTEL[®] System ADS-ON-HOLD

Hear the TOTEL[®] difference. Experience the TOTEL[®] effect, and enjoy the TOTEL benefit of your telephone media!

Callers comment favorably, and in most cases—with their checkbook! And, that's TOTEL[®]ly awesome! Whether we utilize the TOTEL[®] package of thirty-five (35) TeleBranding Services—or just a few, your best chances of developing an impressive user-friendly system, is to receive a TOTEL[®] Image Makeover by Advertel!

VoiceTrax[®] VOICE PROMPT SERVICES VoiceTex[®] SYSTEM ARCHITECTURE

Professionally crafted scripts and recordings for your automated telephone equipment. VoiceTrax[®] are used to add the professional touch to:

- Auto-attendant
- Automated Call Distributor (ACD)
- Dealer Locator
- Interactive Voice Response (IVR)

VoiceTrax[®] Services include:
Expert voice-prompt scriptwriting—
Copywriters skilled in the development of short and concise menus, solicitations, and sales messages.
Voice prompt recording—seasoned voice talent, specifically hand-selected for your application.
Prototype audition—voice prompts pass the beta-test before placed online.
Voice prompt upload—assure the best sound quality!

Hear an

AutoMatt IVR SERVICE BUREAU VoiceTrax[®] VOICE PROMPT SERVICES

DEMO!

Call 1-888-ADVERTEL
ext. 1202



PO Box 18053 • Pittsburgh, PA 15236

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www.advertel.com

