

Not just recording... TeleBrandingSM

"When was the last time your company evaluated its phone image?"

Is it consistent with your intended corporate image? Is it consistent with your company's marketing and advertising materials? If you're going to use prerecorded announcements in your telephone presentation, they should be the best quality recordings they can possibly be!"

- Paul Beran, President/CEO

What is TeleBranding?SM

"TeleBranding"SM is used to describe the process of evaluating, scripting, producing and maintaining an intended image over the phone, using any prerecorded segment of the phone system (auto-attendant, voice mail, IVR, hold-queues, etc.) that may be available.

"Advertel hopes to change the way businesses think of their telephone," suggests Paul Beran, President/CEO of Advertel, Inc., Pittsburgh-based ad agency specializing in telephone media. "Telephones have become more like 'media' than ordinary one-to-one communications. So much more can be done with the phone than ever before. It's the Original Internet!"

All too often, businesses leave the task of developing their telephone image—through the maze of voice prompts, menus, and hold queues, to the technicians who wire the equipment. They're not typically qualified to make marketing or public relations recommendations. Problem is, business owners don't realize that they're asking their telephone or IT department to handle corporate image responsibilities when designing and recording their telephone system.



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