

A professional telephone image can gain instant credibility!



...and, a lousy one can really blow it!

DEMO VoiceTrax & AutoMatt

Call
1-888-ADVERTEL
ext. 1200

PHONE-tastic!

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!

TeleBranding® CONSULTING SERVICES

TeleBranding® professional consulting services can really make a difference in developing a user-friendly automated telephone system.

We work in tandem with present phone equipment vendor, or help you locate one in your area.

TeleBranding® Services include:

- **Preliminary Investigation**—Review existing program, voice prompts, scripts, service contracts, available features, marketing & advertising materials, etc.
 - **System Analysis**—Review competitors' programs. Create wish list with your staff. Structure plan of attack with your equipment provider.
 - **System Design**—Develop new call flow, announcer scripts. Secure approval and revise as needed.
 - **System Development**—Select voice talent. Supervise studio recording. Set up prototype for client review. Beta test prototype.
 - **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 TeleBranding®

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

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 scripting**—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 being placed on-line.
- **Voice prompt upload**—assure the best sound quality possible!

