

Resources - Phone Messaging

Overview

Email technology has advanced to the point that emailing customers and prospects is now more efficient than direct mail. Customization is easy and cost efficient. Response rates are higher, making your marketing dollars go further.

Access CRM's email technology makes email production hassle-free, and offers many features that enable our clients to automatically customize the content of each email to match the audience's preferences and/or demographic profile. We offer design services, message development and management, delivery management, response tracking and reporting, and mailing list management.

Whether you operate a daily e-Newsletter with circulation in the millions or you need to address a segment of your customer database for a quick marketing test, Access CRM has the tools needed to get the job done right.

Phone Messaging System Features

1. Multiple Message Types

Clients can effortlessly contact customers with important information at any time, using one or more multiple message options. Using highly personalized phone or text messaging, Access CRM facilitates:

- Appointment confirmations
- No-show reschedules
- Birthday greetings
- Recall notices
- Balance due notification

2. Message Building Technology

Merge. Exclusive message-building technology merges voice elements together for a smoother sounding message, ensuring a personal, caring and continuous message delivery.

System Voices. Access CRM uses a familiar client voice when calling customers, maintaining the personal touch they expect.

Multilingual. We support nine languages and include scripts for French and Spanish messages. You can designate certain customers to receive foreign messages within the system, or you can allow customers to select a language preference when they receive a call.

Message Mapping. You can define conditional filters for automatic message assignment. For example, Spanish-speaking customers hear Spanish messages; elderly or hearing impaired customers hear louder messages; new customers hear welcome messages.

3. Message Delivery Technology

Call Scheduler. You decide when Access CRM delivers messages: mornings, afternoons or evenings. Calls can be scheduled for multiple days in advance. The Holiday Scheduler feature ensures that Access CRM doesn't make calls on a holiday.

Family Messaging. Access CRM can place a single call for multiple recipients within the same family.

Call Blocking. We can designate customers in the system who should not be contacted with a message.

Answering Machine Detection. Access CRM's exclusive call-processing technology can detect virtually every type of answering machine/recorder tone and leave a message. Additional functionality enables Access CRM to leave a different message on an answering machine based on your preferences.

SmartText™. The SmartText feature delivers appointment reminder text messages to cell phones, allowing customers to receive and confirm messages on the go. SmartText is approved by the Mobile Messaging Association and provides:

- Pinpoint delivery
- Opt-in/opt-out standards
- Mobile number verification
- Data merge
- Receipt and detailed reporting
- Number portability
- Two-way communication

Response Options. Touch-tone response options ensure crucial two-way communication. Each message can include a unique set of response options. Typical available responses may include:

- 0-speak with an attendant
- 1-confirm appointment or message receipt
- 2-repeat the message
- 3-leave a message
- 4-listen to additional information
- 5-cancel or reschedule appointments

4. Reporting

Reports detail calling activity and customer statuses for each day's calling sessions and are sortable by location, customer or status. Permanent customer histories are archived for your records. Access CRM can automatically distribute reports via network printers, fax or e-mail to local and/or remote locations.

5. Customer Name Library

Access CRM currently maintains a pre-recorded name library of over 60,000 customer names. Access CRM permanently stores name recordings for future use.