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TELEMARKETING

THE MAGAZINE OF BUSINESS TELECOMMUNICATIONS

August 1986

TBT '86 Pre-Show Issue:

*Exclusive interview with
John Foster —
Keynote Speaker*

*Sneak Preview
of Exhibitors*

Meet the Speakers

Exhibiting Tips



John Davis Foster, TBT '86 Keynote Speaker

*Also:
Compensation '86*

BRIDGING THE GAP
BETWEEN TELECOMMUNICATIONS
SUPPLIERS AND END USERS

A TECHNOLOGY MARKETING PUBLICATION

LAURENCE POLYMER
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The New World of Voice Technology

By Brad Wendkos
Phoneworks

Hello, this is Tom Seaver.

Thanks for calling to subscribe to The Sporting News. The Sporting News will keep any sports fan up-to-date with everything that's going on in the sporting world.

Covering baseball, football, hockey, basketball and all major sporting events and activities, The Sporting News makes every season an informed one.

You can subscribe to The Sporting News with either of the two following plans. A one-year subscription is only \$15.00, a \$9.00 savings off of the newstand price, or I would recommend taking advantage of the two-year subscription which is only \$32.00, a full 50 percent savings!

If you would like the one-year subscription, please dial a "1." If you would prefer the two-year subscription, please dial a "2." Please dial your selection now...

Caller dials a "2."

Thank you for selecting the two-year subscription!

Please speak your full name and be sure to spell your last name. Please do it now...

Caller speaks "Bob Jones. J-O-N-E-S."

Thank you. Would you speak a bit louder and give us the full mailing address where you would like us to send The Sporting News and please don't forget the city, state and zip code. Please do it now...

123 Main Street, Anytown, USA 11122...

Thank you for your subscription. You'll receive your first issue of Sporting News within the next six weeks. Thanks again for calling!

What sports fan can say "no" to Tom Seaver?

For a fraction of what it would cost to handle this type of call with a live operator, the ad agency for The

Sporting News took advantage of a new voice technology which enabled its celebrated spokesperson, Tom Seaver, to answer thousands of calls and stimulate new subscriptions — 24 hours a day, 7 days a week.

New Technologies — New Opportunities

New voice technologies provide inbound telemarketers with many new, cost-efficient ways of handling routine inquiries and disseminating frequently sought information.

Audio-text, voice response and voice store and forward open the door to a "brave new world" of telemarketing opportunities and offer automated solutions to problems as old as the telephone itself.

These technologies allow users to create data bases of pre-recorded information which can be accessed anytime, from any telephone. Callers are guided to the information by printed directories or through interactive voice prompts. Touch tone telephones are converted into remote terminals for entering or retrieving information of any kind. Any desired information from callers such as names, addresses, orders, credit card information or requests can be captured through spoken or touch tone input. In many cases, even callers using rotary phones can be handled effectively.

Personnel costs are very often the most expensive factor in a telemarketing program. The majority of all telemarketing programs involve the repetitive handling of the same type of call: capturing a caller's name and address for a mailing piece, answering the same questions over and over again, handling account status inquiries or providing dealer and store locations.

Hello. Thanks for calling to find out where you can find Neutrogena Soap. To locate the store nearest

you which carries Neutrogena products, please use the touch tone keypad of your telephone and enter your 5-digit zip code now.

Caller enters: 0 7 6 0 2

In the 07602 zip code, Neutrogena products can be found at the ABC Drug Store which is located at 555 Broadway. Store hours are 9 to 5 Monday through Saturday.

While you're there, don't forget to ask for New Neutrogena Hand Cream which is now available in an 8 oz. dispenser size.

Goodbye and thanks again for calling Neutrogena!

"Telepromotions"—A New Era in Marketing

The convenience and proliferation of the telephone has created a new medium which has been explored by marketing executives with a variety of "telemarketing" programs. Voice technologies, however, add an exciting new dimension to advertising, direct marketing and promotional programs by making the phone function in ways never before possible.

Interaction with callers through touch tone input allows games like Trivia Challenge or Secret Number promotions to be played over the phone. Product codes or membership account numbers can serve as access codes which must be entered before continuing with the call. Voices of celebrated personalities or cartoon characters can be used to encourage caller participation along with music and special sound effects. These are just a few of the many possibilities.

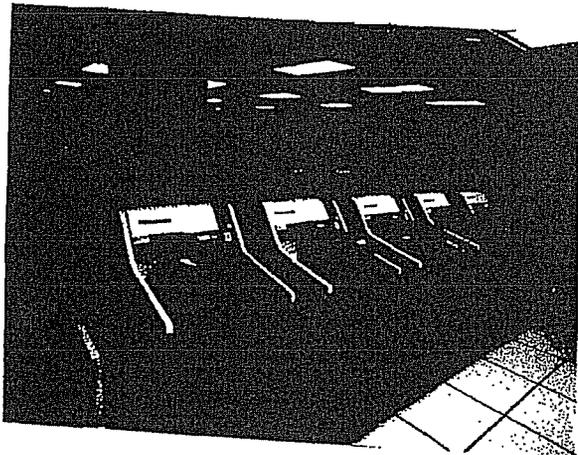
The new era of telepromotions, a concept which was originated by Lee Hill, was launched with the phenomenal success of the Cap'n Crunch promotion in 1985. A treasure map was packed in each Cap'n Crunch cereal box. Each map featured an AT&T 800 Service number

and instructions for finding the pirate, La Foote. Callers listened to a recording of Cap'n Crunch offering clues to the location of La Foote. Anyone with a map which showed La Foote in the correct location won one of the 5,000 bicycles being offered as prizes.

The telepromotion generated over 24 million calls in a four-month period which is 10 times the response of some of the most successful sweepstakes. Sales increased 62 percent, market share increased 33 percent with a residual market share increase of 15 percent!

Welcome to Trivia Challenge brought to you by Maxwell House Coffee!

Answer the following question correctly and win a chance in our National Sweepstakes with a grand



Voice technologies function day-in and day-out, without vacations, coffee breaks, sick days, or benefits, and will double the horse-power of your program.

prize of an all-expense-paid vacation to Hawaii!

But first, enter the 6-digit Maxwell House product code which can be found on the right hand side of the product label.

Caller enters: 1 5 3 8 6 5

Thank you for purchasing our 16 oz. size of Maxwell House Coffee!

Now, which Hollywood movie star promoted Maxwell House Coffee in one of TV's classic commercials?

Dial a "1" for Orsen Wells; a "2" for Gene Kelly, or a "3" for Edward G. Robinson.

Caller dials: "3"

That's right! It was Edward G. Robinson.

In Edward G. Robinson's voice) "Yea, ya gotta do it my way, see,

Maxwell House, it's a better cup of coffee, yea." (Announcer returns)

Congratulations. You've just won a chance in the Maxwell House National Sweepstakes. Leave your name and address, don't forget city, state and zip code, and we'll be glad to send you your Sweepstakes entry form. In a loud and clear voice, please do it now.

Caller leaves name and address.

The Telephone As A Terminal

A great percentage of inbound telemarketing operations revolve around a centralized data base of information. The CSR simply key-strokes caller requests for information into the terminal and reads back, word for word, the information that then appears on the screen. Bank account balances and last

Welcome to PEOPLExpress Pick Up & Go Reservation System. Enter a 7-digit number that will identify you at check-in.

Caller enters: 3430022

3430022. Enter the month you wish to travel.

6

June. Enter the day you wish to travel.

28

28th. Enter the origination airport code.

397

Newark International.

Enter the final destination airport code.

529

Los Angeles International.

Enter the number of persons traveling.

2

Two. Enter the desired departure hour.

6 7(P) 6(M)

6 p.m. Please hold while I check for an available flight. The closest flights are flight 19 which departs at 6:45 p.m. and arrives at 9:45 p.m. or flight 44 which departs at 8:15 p.m. and arrives at 11:15 p.m.

Please enter your desired flight number.

19

Your reservation is confirmed for flight 19 on June 28 departing Newark International at 6:45 p.m. The fare is \$199.00 per person.

Voice Technology—Your Future

Are callers receptive to new voice technologies? No question about it. The majority of callers do not fear nor are irritated by "talking with a machine." As long as the call objective was satisfactorily achieved, voice technology is a welcome alternative to the inevitable busy signals, long hold times and harried CSRs that are so prevalent today.

Many major companies and organizations have successfully implemented new voice technologies and now enjoy the increased productivity, reduction of costs and higher level of customer service that they are now able to provide.

transactions, airline availabilities and reservations, credit verifications and insurance claims status are typical of the types of requests handled by this type of telemarketing operation.

Imagine callers being able to access these data bases of information in order to process their own requests without any live operator intervention. Don't imagine any longer. There are over 35,000 lines in operation today that allow callers to access this type of information, from their own telephones, on a 24-hour, 7-day a week basis.

Voice technologies turn touch tone telephones into user friendly, remote data entry and retrieval terminals of any host computer and free many information-intensive telemarketing efforts from the burden and cost of personnel

Who is using voice technology today? General Motors, American Airlines, Dow Jones, Sears, Blue Cross/Blue Shield, The U.S. Post Office, Quaker Oats, Frito Lay, Chase Manhattan Bank, Ticketron, PEOPLEExpress, Gulf Oil and even the Bronx Zoo. These are just a few of the names you might recognize.

By the way, you do not have to be a Fortune 1000 company to afford voice technology. There are thousands of small and medium sized businesses that are taking advantage of voice technology through firms that provide these technologies on a month-to-month service basis or that market small economical turnkey systems.

Voice technologies function day-in and day-out, without vacations, coffee breaks, sick days or benefits. Always accurate, always available and always cost-efficient, voice technology will double the horsepower of your program today.

Hello. Thanks for calling Teleshopper, your phone-in mail order service. If you're calling to request our latest catalog, please enter a "1" — to inquire about a product or an order, enter a "2" — to place an order, enter a "3."

Caller enters: 3

Please enter the 4-digit catalog number of the product you would like to order.

Caller enters: 3 5 6 5

Enter the quantity you desire.

The System checks inventory to confirm availability.

Your order for 1 Casio Data Bank Watch #3565 is confirmed at \$59.00 with a shipping and handling charge of \$3.50.

Enter a "1" to continue, or a "3" to delete this item.

Caller enters: 1

Please enter a "1" to order another item, or a "3" to complete this order.

Caller enters: 3

If you have a Teleshopper account number, enter a "1" — if you are ordering from us for the first time, enter a "3."

Caller enters: 3

If you wish to pay by American Express, enter a "1," Visa, enter a "2," or Master Card, enter a "3."

Caller enters: 1

Please enter your American Express account number.

Caller enters: 2 2 3 4 9 8 7 6 4 5 3 2 4 5

Please enter the number of the month and the year your card expires as it appears on your card.

Caller enters: 0 9 8 7

System performs check-digit routine to verify entry and begins on-line authorization of card and amount.

Thank you. Now speak your full name and address and don't forget to spell your last name and include your city, state and zip code. Please do it now.

Caller speaks:

"John Doe. D-O-E, 123 Main Street, Anytown, USA 12345"

System records name and address and repeats recording to caller for verification. Caller can redo if necessary.

Thank you. Your Teleshopper account number is 335544.

Please use this number in the future for ease of ordering.

That account number again is, 335544.

Your order number is 54321. Use this number if you wish to check on the status of your order in the future.

That order number again is 54321.

Your American Express will be billed \$62.50 upon shipment of your order which should take place within the next 3 weeks.

Thanks for calling Teleshopper!

Brad Wendkos is president of PHONETWORKS, a Hackensack, NJ communications services firm which specializes in new voice technologies. PHONETWORKS is currently co-marketing with AT&T Communications and providing voice technology services and systems to a national account base. PHONETWORKS provides companies with turnkey programs for sales and marketing, customer service, advertising, telepromotions and corporate communications.

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