

AMP's on-demand automated voice messaging solutions enable organizations to achieve their customer communications goals in a cost-effective, efficient manner through the delivery of automated, professionally recorded voice messages. AMP's solutions are used for a variety of collections, customer care, and marketing processes and help organizations to increase revenue, enhance customer service and retention, and secure payments by improving customer contact processes.

AMP's award-winning automated voice messaging solutions allow organizations to:

- Deliver timely, high quality voice messages to large volumes of customers in a cost-effective manner
- Improve response rates by using automated voice messaging as a substitute for, or a supplement to, existing communication methods
- Increase revenue, enhance customer service and retention, and secure payments in a more timely fashion
- Increase the productivity of your contact center agents by turning cold, outbound calls into warm, inbound calls
- Enable agentless interactions via inbound and outbound channels
- Reduce your operational costs with an approach that is less expensive than other modes of communication and can be implemented in a much shorter timeframe.

AMP's offers flexibility in messaging options, including:

- Pre-recorded outbound messages: These are simple one-way messages that deliver a scripted alert or reminder. They are not interactive but rather informational and do not require an immediate customer response. Service appointment reminders are a good example of pre-recorded outbound messages.

## Email Messaging

AMP Communications provides powerful, automated email messaging solutions that can be used stand-alone or in conjunction with automated voice and text messaging in a multi-channel customer communications program.

For many organizations, email messaging is the perfect complement to automated voice and text messaging campaigns, significantly enhancing both reach and response by providing an alternative way to reach customers. A multi-channel communications strategy combining voice, text, and email can outperform an individual communications method, allowing organizations to tailor their communication channels for effectiveness and to fit customer preferences.

Since many contact lists include both phone numbers and email addresses, AMP makes it easy to set up an escalation strategy that combines multiple channels for maximum effectiveness. For example, a campaign can be set up to attempt one or more voice messages first, then deliver a follow-up email to the recipient's mailbox.

AMP provides real-time campaign status updates and automatically tracks deliveries, opens, bounces, click-throughs and opt-outs. Both summary and detail reports document actions taken by recipients.

The benefits of email remain undisputed:

- A fraction of the cost of postal mail or live calling
- Campaigns are typically conducted in hours, not days or weeks
- Email reinforces voice and text messaging, increasing the response rates of calling campaigns

