

HARNESS THE POWER OF PROACTIVE, OUTBOUND CUSTOMER CARE WITH **MicroMessenger™ IN THE VOXEO CLOUD**

Easily Create, Send and Manage Interactive Outbound Communications



WHAT IS MicroMessenger?

Successful organizations are continually seeking better ways to engage their customers, communicate during critical situations and control costs. MicroAutomation and Voxeo have partnered to offer MicroMessenger, a standards-based, **fully hosted solution** for your proactive, event-based customer engagement solutions.

MicroMessenger provides complete, turnkey campaign management for interactive outbound service and notifications. Available in the Voxeo cloud, MicroMessenger offers instant, low-cost start-up and on-demand access to Voxeo's robust IVR and multi-channel self-service platform. The solution offers proven reliability and virtually unlimited scalability.

IMPROVE CUSTOMER LOYALTY AND SAVE MONEY

Proactive customer service using interactive outbound IVR and SMS offers a cost-effective way to engage customers, deliver added value, diffuse potentially frustrating situations and drive sales. Deliver reminder messages, alerts, status updates, confirmations and targeted promotions – and give your customers the ability to interact with a self-service menu or transfer to a representative.

MicroMessenger provides ready-to-use campaign templates for a variety of applications, including:

- Personalized information delivery
- Payment reminders
- Service changes, outages or interruptions
- Emergency alerts
- Shipping notifications
- Employee alerts
- Appointment reminders, confirmations and rescheduling
- Targeted product offers
- Seasonal campaigns

Automated outbound communications enable companies to enhance the customer experience, deliver valuable services, and significantly reduce customer anxiety and frustration when something goes wrong. Additionally, companies can improve utilization by taking advantage of non-peak traffic hours to send notifications and pre-empting inbound calls to agents.

Developed by MicroAutomation, a leading provider of contact center solutions, and Voxeo, the leading provider of Unlocked Communications™, MicroMessenger is the first Voxeo Connect Certified Partner Application. MicroMessenger offers complete outbound customer engagement in the Voxeo cloud for easy start-up and fast ROI.

FUNCTIONALITY

MicroMessenger is built with **user-configurable campaign management options** for maximum flexibility. Real-world business rules and best practices will positively impact customer satisfaction, while avoiding regulatory and compliance issues.

- Compliance:** Follows FTC, FCC, state and DMA guidelines, including dead air time and minimum ring cycles
- Authentication:** Implements real-time systems validation, phone and email data scrubs
- Business Rules:** Optimizes contacts based on actions, including multiple call attempts, callbacks for busy attempts and machine answers
- Campaign Management:** Supports easy-to-use campaign management tools including custom data, Caller ID and port-throttling
- Data Integration:** Integrates data in various call stages and types including inbound (pre-call), in-call and outbound (post-call)

Whether you use MicroMessenger for ad hoc campaigns such as seasonal notifications, or core business processes such as appointment scheduling and verification, the ROI is obvious.

HOSTING ON THE VOXEO PROPHECY CLOUD

MicroMessenger was developed using standards-based technologies, making it readily available on the Voxeo Prophecy Cloud.

- No large upfront investment for on-premise equipment
- Call delivery on reliable IVR platform with proven failover and 100% uptime guarantee
- Easy-to-use interface with intuitive GUI
- Simple user-configurable campaign management tool
- User ability to start, stop, modify and configure campaigns
- Scale on-demand and pay-as-you-go
- Intuitive templates for various outbound applications
- Robust analytics and reporting to track campaign success
- Support for delivery of thousands of calls per minute

Learn more at www.microautomation.com/micromessenger.htm



MicroAutomation, Inc.
5870 Tinity Parkway, Suite 600
Centreville, VA 20120
Phone: 1.800.817.2771
salesteam@microautomation.com
www.microautomation.com



Voxeo Corporation
189 S. Orange Avenue, 10th Floor
Orlando, FL 32801
Phone: 1.800.305.5771
sales@voxeo.com
www.voxeo.com