BrightArrow® Digital Voice Dialer 2012

The world's easiest and most cost-effective mass notification system

OVERVIEW

Digital Voice Dialer is BrightArrow's mass notification system to call people and easily deliver pre-recorded voice, SMS text and e-mail messages.

Digital Voice Dialer includes **BrightArrow Target**, its flexible web interface using hosted servers, delivering reliable and instant voice notification at a much lower price than other dialing services.

For important messages, e-mails alone are usually insufficient. E-mails get buried and go unnoticed, and batch e-mails are often rejected by filters. In addition, people don't always check their e-mails frequently enough to receive urgent information.

Telephone calls remain the most reliable way to reach somebody with urgent or important information, as people will either answer their phone or check their voice mails periodically. Unfortunately, it is very time-intensive to manually make the same call to a large number of people.

Digital Voice Dialer delivers an easy-to-use interface for retrieving phone numbers from your database, and notifying groups of people of appointment reminders, fees due, products or services available, or even emergency conditions. It includes remote functions to launch voice notifications by calling a toll-free phone number.

The software automatically dials a pre-defined list of phone numbers and speaks an audio message to the recipient or their voice mail. It also delivers SMS texts and e-mail messages.

Using Voice-over-IP, the system provides optimal price/performance with unprecedented speed, reliability and features.

If your message is important and must be delivered in a timely fashion, Digital Voice Dialer is the best solution for you.

BENEFITS

Features an easy-to-use Target Web interface for fast access from anywhere, including Smart Phones.

Calls, e-mails and texts to mass deliver messages to any pre-defined list of people.

Delivers tens of thousands of calls quickly.

Customizable voice messages are typed or recorded, and can include the callee's names, appointment times, amounts due, deadline dates, or other information.

HIGHLIGHTED FEATURES

Import function to quickly populate dial lists with data from your contact database

Messages can be composed of recorded audio or Text-to-Speech for speaking names

Dial lists can be pre-scheduled, and even automatically delivered daily

System can manage any number of lists

Dial results are delivered to an administrator in an easy to read e-mail report

***Fast and accurate* detection of human voice vs. an answering machine, thus reliably delivering full messages**

Auto-redial for "busy" or "ring no answer"

Hosted Web interface for easy usage, as well as optional on-site Window component for tight security and data integration

Details: BrightArrow Digital Voice Dialer 2012

VOICE DETECTION

Unique to Digital Voice Dialer is BrightArrow's proprietary **automatic voice detection** to intelligently distinguish between a live person answering the phone versus an answering machine. The accuracy of determining when to speak the message is significantly higher than other services; therefore the percentage of messages delivered is the highest on the market.
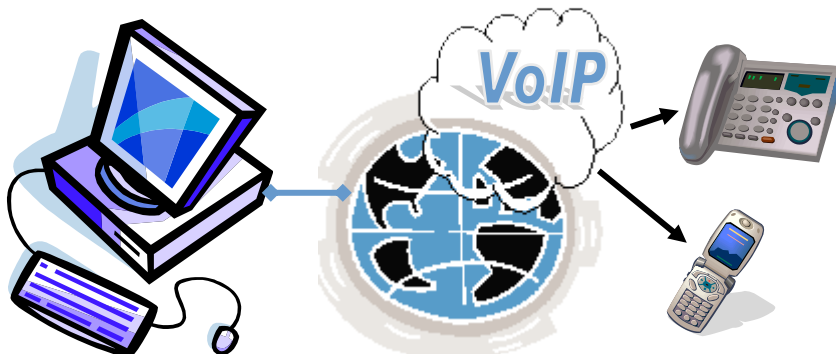
Remember your appointment at 2pm tomorrow with Dr. Kim

VOICE OVER IP (VoIP)

Unlike traditional dialers or dialing services that use actual telephone lines from the public telephone network, Digital Voice Dialer uses Voice-over-IP. With this approach, costs are lower because a Voice-over-IP call does not require the extensive

DETAILED FEATURE LIST

With over ten years of underlying product development, BrightArrow Digital Voice Dialer offers one of the most flexible and powerful notification systems available anywhere. **Features include:**

- **BrightArrow Target** Web interface to easily manage lists, record messages, and launch dials.
- Can include any combination of phone numbers and e-mails for the right mix of voice, e-mail and text messages.
- Ability to pre-schedule dials, or launch them immediately.
- Rich data mapping features to read text file (comma-delimited) lists, and can even accept database (ODBC) commands.
- Detailed reports are e-mailed upon completion of the dial, showing every call attempted, with the name, number, time, whether the message was delivered, and if not delivered, the reason for non-delivery.
- Call bursts can be initiated via dial-in, at any time from anywhere by authorized users, even during Internet outages.
- Messages are recorded by the system using your telephone.
- Delivers messages to cell phones, home phones, or e-mails.
- Voice messages can optionally use a computer-generated voice to speak callee-specific details such as the appointment times, names, dollars, or dates.
- Can automatically play different messages for different languages.
- Allows an unlimited numbers of groups for dialing subset lists.
- Automated logic for hands-free synchronization of groups with the latest contacts and numbers.
- Regularly scheduled calls (such as appointment reminders or collections calls) can occur automatically.
- Any number of users can be created; a user can access the system without seeing other users' list; admin user sees them all.

hardware or carry the tariff overhead that calls from other dialing services that use PSTN (telephone network) incur. With Digital Voice Dialer, your calls originate from various geographical locations, creating better resiliency and the ability to reach your call recipients through more telephone links than calls originating from one or a few sources. You end up with the ability to reach the largest number of people quickly, yet pay the lowest possible price using a methodology that is growing exponentially for voice communication.

Voice over Internet Protocol (VoIP) works by the software and/or the web interface sending voice messages to your dialing list securely over the Internet, to be converted to a telephone connection at the destination so the party answering their telephone can hear the message. The Internet is actually one big data network and the dialer message is in fact data. VoIP simply bridges the big data network to your telephone. The BrightArrow system manages the VoIP

connection as you load and organize lists and schedules, for daily usage, or in preparation for launching emergency dials from a telephone if necessary. By using VoIP, the system delivers the same quality as the traditional dialing approaches offered by the other dialing services, but this approach is more scalable and cost effective.

With Digital Voice Dialer, it is no longer "you get what you pay for," because our system has broken the barrier of technology to deliver you more, for less.

For More Information...

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TARGET WEB OVERVIEW

BrightArrow Target is Digital Voice Dialer's remotely hosted mass notification Web interface for fast and easy automated calling and notification. It quickly delivers pre-recorded voice messages or reads typed text using a computer-generated voice. In addition, it can send e-mails and text messages. Synchronized with the on-site automated functionality of Digital Voice Dialer, this companion interface provides a simple and reliable mass notification at a fraction of the cost of competitive services.

Target uses contact lists acquired from your contact database to instantly notify customers of appointments or meetings, prospects of opportunities, suggestions to renew or purchase new products, or even notification of overdue fees or invoices.

From the Target interface, an authorized user can easily launch a mass notification by recording their message and loading or selecting a list of contacts. The system then quickly dials everybody in the list, speaking the pre-recorded (or typed) message to the recipient or their voice mail. It also delivers e-mails and text messages.

Automatic synchronization with the on-site Digital Voice Dialer keeps the hosted service up-to-date with your latest contact information. The system reads contact lists generated from your appointment, collections, or product announcement database and populates the various lists based on criteria such as date/time, appointment details, suggested action, deadline, native language, geographic location, time zone, or even dollar amounts. The system can differentiate groups by user so that different users can have access to different lists and sub-lists.
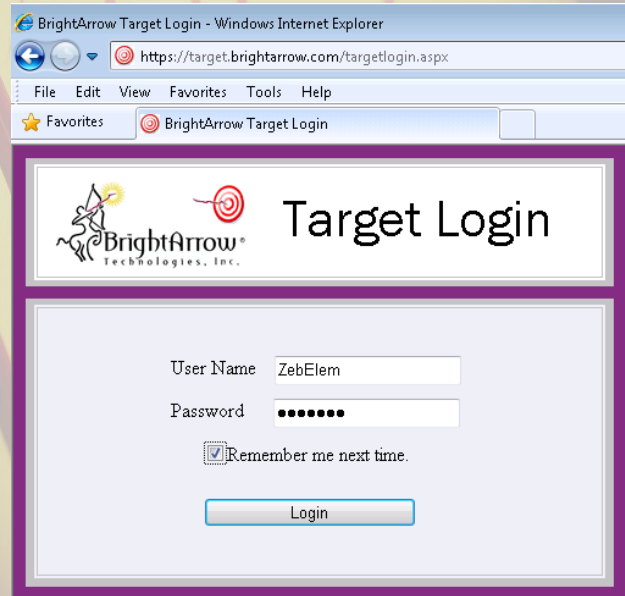
BENEFITS

Fast, easy and accessible for authorized users; no training necessary (but available).

Includes an 800-number dial-option to launch calls when Internet is not available.

High volume mass notification using voice, SMS text and e-mail.

Secure Web login accessible from anywhere by authorized users.

Your organization can have an unlimited

number of users to separate and control access to different groups and lists.

Synchronizes with your databases for automated updates and dialing.

On-site component can automatically split master lists into sub-groups.

BrightArrow Web-based Dialing. Easy as 1-2-3.

Step 1. Create or Select a List. After logging into the system, the "My Lists" window displays lists that you previously configured, and lists that were automatically loaded by synchronization with your contact database.

Step 2. Create Your Message. By clicking *Create a message*, you can either record your message from a telephone, or type in a message so that it will be spoken using a computer-generated voice.

Step 3. Load Your Contacts. You can either select a list that was already loaded, or import a contact list using the comma-delimited file exported from your contact database.

Go. By clicking on "Start Dialing Now," the system immediately launches the voice calls, e-mails and text messages to your list recipients. It shows you the calling status as it delivers the messages, and sends you a nicely-formatted report when it is done.

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