Message Made Easy

Send your messages. Nice and easy.

for **Businesses**

All Businesses are trying to reach as many customers or potential customers as possible and stay under budget. We will help you increase your business by being the answer to the following question asked by every business owner:

"How can we effectively get our message out to the masses with limited resources?"

Having access to an affordable message broadcast system can make all the difference. The ideal system should be easy to setup, easy to use, feature rich, and require no investment. It should be web based to provide easy access to administer account details and contact information. Clients should be confident that they will be provided with a quality services and support provider who understand the importance of their messaging needs. MessageMadeEasy.com is that message broadcast system.

MessageMadeEasy.com will help you realize tremendous benefits from being able to communicate more effectively with your customers.

Our service has endless possibilities to promote your business.

- Special promotions just for your intended audience
- Information on new products
- Reminders for your service/product
- Appointment reminders and special offers

We would love to help you set up a customized plan on what messages would be appropriate for your business.

EXISTING CUSTOMERS

- Keep customers up-to-date on the benefits of your business and services
- Stay ahead of the competition with marketing that is unique and extremely targeted
- Reach customers for pennies with the most cost-effective marketing tool
- Great return on your investment

POTENTIAL CUSTOMERS

- Targeted approach that will not get lost in the clutter of all the other advertising mediums
- Your message can be a welcome message, a thank you message, or a message with a special offer.

Here's how MessageMadeEasy.com can benefit your business:

- Multiple messaging plans to choose from to fit any size constituent base or campaign.
- Text broadcasts and Voice broadcasts access the same contact lists in the account.
- Create up to 9,999 groups and contact lists under one account.
- Flexibility to create one part, two parts, or three parts messages.
- Easily broadcast voice messages to your choice of groups by call our 1-800 #.
- Schedule messages to broadcast at a specific time.
- Account administration tools for account manage and usage monitoring.
- Detailed contact attempt and result reporting for each voice and text broadcast.
- Web-based Opt-In or Opt-Out media kit link for easy online contact list management.
- Account information and sensitive data is stored and backed up securely.

Sample Voice Message Transcripts

Existing Customer
"Hi, this is Mike from Speedy Oil. Just a reminder that you should be due for an oil change and tire rotation. If you come in this week, I can give $5 off. We will get you in and out in 30 minutes or less."

Existing Customer
"Hi, this is Kelly from the hair salon. Just a reminder that your appointment is Saturday at 9:00. We just got in our new hair care products and have a great promotion going. Make sure you ask me about it Saturday."

Potential Customer
"Hi, this is Mike from Mike's lawn care. Mowing season is right around the corner and we are offering great rates to new customers who sign up this month. Please call us at 1-111-111-1111 for our new customer discounts."

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www.MessageMadeEasy.com
1-877-744-0874

MessageMadeEasy.com System Features

Multiple Group Creation and Target Messaging:
Use our Web Base account management tools to create an unlimited amount of meaningful name groups and Pin Numbers within your account. Groups can be created from multiple existing groups. Contacts can have more than one contact number. A group will not load a duplicate phone number for additional contacts the number will already receive a message.

Flexible Database:
Multiple options are available for contact information to be submitted. The account owner can entered contacts manually or use the bulk importing feature to load a .csv file with our provided template. Contact data can also be acquired from GMAIL, Yahoo Mail, & Windows Live Hotmail. Account owners can choose to provide a link on their site providing access to a media kit where users can opt-in to public groups under the account.

Ease of Recording Messages:
Since it is not possible to predefine messages for every kind of emergency situation, the system allows instantaneous creation of the alert message, at the time the alert is to be sent. The IVR system will prompt the user for the ten digit account number and 4 digit account PIN #. The account owner can then choose the pin number of the group they wish to broadcast to, record, review, re-record a message, then choose to send immediately or schedule the notification message. This allows maximum flexibility in conveying accurate details.

Multi-modal Message Delivery:
The system can deliver voice based notifications via PSTN to landline and cellular phones and through VoIP over the internet. Send text messages via short message service (SMS)

Caller I.D. Insertion:
Your 10 Digit Account number will be broadcast as Caller I.D. to each of your contacts. Named Caller I.D. will display if their carrier is able to provide a lookup.

Answering Machine Detection:
Using sophisticated algorithms to detect answering machines, the system can be configured to either leave a message for the recipient or move to the next number in sequence.

Busy Signal Detection:
Should the system identify a busy signal for a contact, it will retry the number ten minutes after the first attempt.

Voice Quality:
The system uses state-of-the-art hardware with extensive Digital Signal Processing based algorithms that result in crystal clear audio quality.

Remote Management Access:
Account owners will have web based access to manage their accounts.

Call Activity Report:
Call activity reports are automatically created capturing all call processing events associated with the messaging session as the calls are dialed out. The report is then posted in the user's account for future reference. The system provides a table of the percentage of call completions, calls answered by answering machines and undelivered attempts.

High Availability Architecture:
Our system is located in hardened data centers and can be deployed in geographically separated locations in a 1:1 hot standby configuration. Automatic database replication between locations, along with disk-mirrored hard drive-in RAID-1 configuration ensures maximum uptime.

PCI Compliant
Our credit card processing system utilizes partners who are PCI compliant as a Service Provider Level 1 and who process and secure our clients credit card information in compliance with The PCI Security Standards Council. We do not store our client's credit card information within our systems.