

# Message Made Easy

Send your messages. Nice and easy.



for Municipalities

Municipal Officials all face the same issues when it comes to communicating with the citizens in the community.

**“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 set up, 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 service and support provider who understands the importance of their messaging needs. MessageMadeEasy.com is that message broadcast system.

**Our service is perfect for supporting the urgent and non-urgent messaging needs for municipalities of all sizes.**

**Example groups that a municipality might create and make public:**

#### **EMERGENCY NOTIFICATION PUBLIC GROUP**

- Amber Alerts
- Missing individuals
- Severe weather alerts
- Unexpected traffic delays or road closure alerts

#### **GENERAL NOTIFICATION PUBLIC GROUP**

- Planned construction road closings
- City events (Homecoming, parades, official visits)
- City meetings
- Community volunteer recruitment and fundraising
- Regular updates from the Mayor and City Council

#### **MAYOR'S PRIVATE GROUP**

- Mayor's updates to staff

**Here's how MessageMadeEasy.com can benefit you:**

- 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 calling our 1-800 #
- Schedule messages to broadcast at a specific time
- Account administration tools for account management 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
- No software, hardware, telephony, or storage investments required
- Account information and sensitive data is stored and backed up securely

#### **Sample Voice Message Transcripts**

##### **Notification**

*“Good evening, this is the city engineer's department with a non-emergency notification. High Street is schedule to be closed between Main and Drake for a water main repair. This section of the road will be closed from Friday at 5:30 pm through 7:00 am on Sunday. Please plan on using an alternate route during this closure. Detour signs will be posted. Thank you in advance for your understanding and patience.”*

##### **Emergency Notification**

*“Good evening, this is the city engineer's department with an emergency notification. A water main has closed High Street between Main and Drake. Crews will be working through the night to make repairs and estimate that the road will reopen by 7:00 am tomorrow morning. Please plan on using an alternate route during this closure. Thank you in advance for your understanding and patience.”*

##### **General Notification**

*From: Mayor Smith: The City Homecoming opens today at 12:00 pm. Bring your family and friends out for some great food, rides, and entertainment. Enjoy our beautiful city.”*

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[www.MessageMadeEasy.com](http://www.MessageMadeEasy.com)

1-877-744-0874

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## 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. Contact numbers will not be duplicated within a group.

### **Flexible Database:**

Multiple options are available for contact information to be submitted. The account owner can enter 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 broadcast to be sent at a later time. 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 reporting is automatically created and made available to the user within their account. Live answers, machine answered, and undelivered retry attempts are logged by contact number.

### **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 clients' credit card information within our systems.