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Outbound Calling with an Interactive Twist

“Abby/Calling” ... *the impact of voice...*

The Ultimate Customer Relationship Manager



Why Abby/Calling:

- **Abby/Calling** produces an immediate lift (12%) in customer satisfaction, loyalty and retention ... far superior to direct mail and e-blasting
- **Abby/Calling** has a residual pickup by having your message heard ... over 70% listen to the entire message
- **Abby/Calling** has an instant ROI – typically an 8:1 ratio – with Interactivity options providing an immediate call to action



What is the Problem?

- How do we contact our customers efficiently and effectively?
 - o We now discard more e-mail & direct mail than we read
 - o Response rates to e-mail & direct mail have fallen below 1%
- **Answer:** Over the Phone → but that’s often too expensive & time prohibitive
- **Solution: Abby/Calling** → Offering complete interactivity at PENNIES per call



Who are Abby’s Partners?

- Cisco / Intel / Luquendo
- **Abby/Calling** exists in a VoIP environment. She dramatically reduces costs and allows for far-reaching scalability.

Why Eidoserve / Why Now?

- Eidoserve is a world-class developer of ‘plug-n-play’ speech tools, holding patents in interactivity and video delivery.
- Our product suite contains:
 - o Call Me Now – button for the web that connects the web user – via phone – to your organization
 - o Call Me Now – e-mail signatures – connects your e-mail reader – via phone – to your organization
 - o GetAbby – allows hands-free e-mail access and response – the perfect Virtual Assistant
 - o Abby/Web – interactive avatars that support customer self-service, sales and Q&A - right on your website
 - o Abby/Film – full, interactive video supporting customer self-service, sales, e-learning and Q&A - right on the Internet.
 - o Abby/CRM – a full service lead management tool – Abby’s phone interactivity and talking e-mails help turn visitors into customers

