

DirectDrop Voicemail Workflow

A smarter way to reengage leads

How your competitors are using DirectDrop Voicemail technology

Auto-dialers, manual calls, and follow-up emails get lost in the remarketing noise or are ignored by consumers who don't want to answer unsolicited calls. Instead, many online lenders are utilizing DirectDrop Voicemail to send messages directly to their customers' voice mailboxes.



1. Applicants leave loan form incomplete

WAIT 1 WEEK



2. Initiate DirectDrop Voicemail Campaign



3. Drop customers into "remarketing" list.

Example Voicemail:

"Good afternoon, this is [COMPANY NAME] calling to follow up on your online loan application. If you have any questions or need help, we'd be glad to assist you. Feel free to give us a call back anytime. Thank you!"



6. Follow up with another campaign for any leads who have not reengaged.

LAUNCH CAMPAIGN & WAIT 1 WEEK



5. Set campaign pace at a rate feasible for your agent bandwidth.



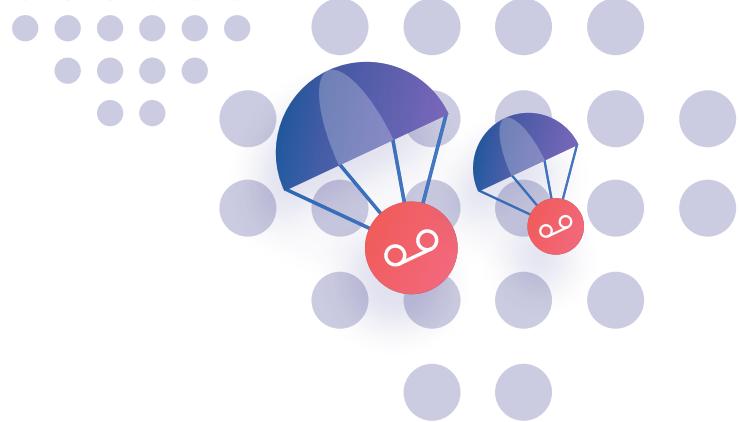
4. Record custom voicemail message



7. Work these remarketing campaigns into your current contact strategy for optimal results.

We suggest setting up automated campaigns every 2-3 weeks to keep your business at the top of applicant's minds.

How to setup and launch a campaign with DirectDrop Voicemail



1

Recording Your Messages

Choose from one of our three options for recording your custom voicemail messages.

Option 1

Record and upload your own

Option 2

Use the VoApps Callback method

Option 3

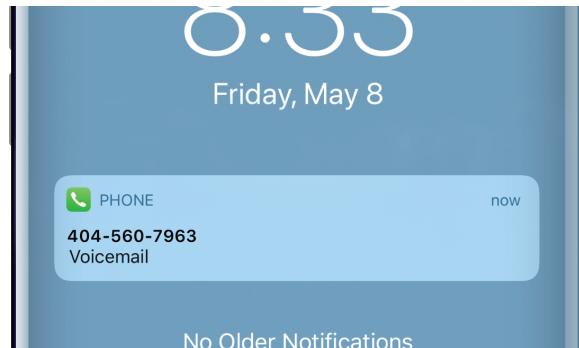
Let VoApps record it professionally

2

Creating Your Unique Caller Numbers

The caller number for a campaign is the phone number that will be displayed in the message waiting indicator screen of the end users mobile phone.

***Tip: Use a number with an area code familiar to your consumers.*



3

Defining Your Restrictions

In creating your reengagement campaign, there are likely numbers within your leads list that you do not want to contact for various reasons.

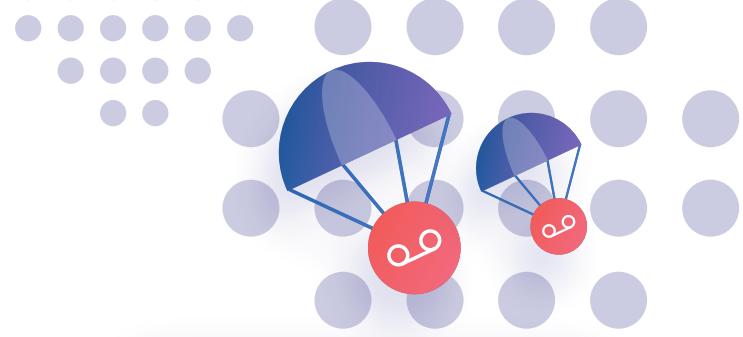
Use our restrictions feature to quickly remove any numbers that do not meet the criteria for your campaign.

Type of Restriction	Description
Frequency Restriction	Restrict how many times an individual number can be submitted within a defined time and (optionally) a geographical region.
Geographical Restriction	Prohibit contact of any numbers within a US state. This includes the state determined by area code and any additional zip code data.
Individual Restriction	Prohibit contact of a single phone number

4

Setting Up Your Campaign

Your campaign is completely customizable to meet your individual targeting, timing, and pacing needs so you can give proper attention to inbound calls from reengaged leads as they come in.



New Campaign

* Name
Demo - Campaign 2015-01-11T12:34:56+00:00

* Caller number
888-765-4321

Message
Paul demo msg 1

* Campaign import
Choose File 123_demo_campaign.csv

Create Campaign

Target Campaign

Select Day

August 2015											
Sun	Mon	Tue	Wed	Thu	Fri	Sat					
26	27	28	29	30	31	01					
02	03	04	05	06	07	08					
09	10	11	12	13	14	15					
16	17	18	19	20	21	22					
23	24	25	26	27	28	29					
30	31	01	02	03	04	05					

Tomorrow at 6:20 AM (Your local time)

Next

Scheduling campaign to start Friday, August 14th 2015, 6:20 am

Campaign Pace

Would you like to pace this campaign?

- No pacing, deliver as fast as possible
- Pace to approximately 2,000 deliveries per hour
- Pace to approximately 1,500 deliveries per hour
- Pace to approximately 1,000 deliveries per hour
- Pace to approximately 500 deliveries per hour
- Pace to approximately 250 deliveries per hour
- Select a custom pace

Back Next

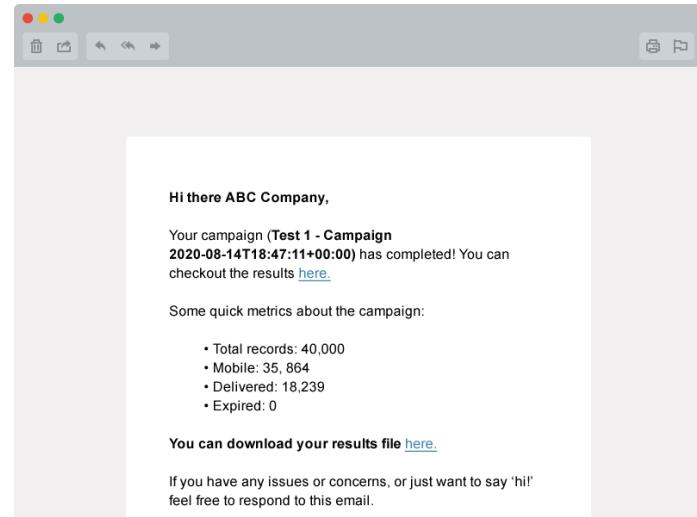
Please keep in mind the time of day when selecting your campaign pace to ensure there is enough time for the file to complete.

5

Capturing Your Campaign Results

At any time during your campaign or after completion, you can download a detailed CSV results file or a quick metrics overview via email.

More than 60% of responses come within the first two hours after message delivery, so we suggest giving your campaign results a quick overview 3 hours after your final batch of deliveries go out.



A few more pieces of info to help you use DirectDrop Voicemail to its full potential

By looking at the data provided from hundreds of completed campaigns, we've found that following these best practices result in the highest number of reengaged leads.



Vary the time of day and day of week that you deliver your voicemail messages to determine when is the best, most convenient time to reach your consumers.



Optimize your campaigns by testing multiple versions of your voicemail messages (different scripts, voice types, and tone) to find which resonates the most with your consumers.



Include a web address in the message to give another, more inclusive option to calling.



Send a regular cadence of deliveries to show you're not going away and to garner a higher response rate.



Ensure all inbound calls come to a live agent.



Automate your file upload by sending files automatically through our simple API or FTP to save time and mix frequent reengagement campaigns into your larger contact strategy.

Questions? We'd love to answer them. 858-585-9529