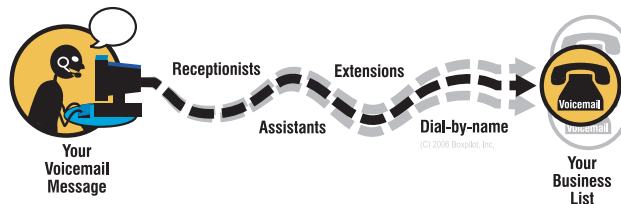




B-to-B Lead Generation with Guided Voicemail

A new tool to make fast B2B phone
contact – for a fraction of the cost.



Boxpilot, Inc.
www.boxpilot.com
1-877-669-4729



Report provided courtesy of Boxpilot, The World Leader in Guided Voicemail™. For more information about how Boxpilot can help your company with B-to-B voicemail marketing, please call us at 1-877-669-4729 or visit www.boxpilot.com. Copyright © 2006 Boxpilot, Inc. All Rights Reserved. Any publication, rebroadcast, or other use of this material without express written approval of Boxpilot, Inc. is strictly prohibited.

Executive Summary

With so much change in today's marketing environment, it's reassuring to know that there are some things you can count on. Like the power of a real, genuine human voice. After all, it's always been at the heart of one-to-one interactions – long before the printed word even existed. Its ability to convey the authentic, human emotions that generate action are both time-honoured and compelling.

Since the time our company conceived and pioneered the guided voicemail approach, we've seen a tremendous adoption among many of today's leading B-to-B marketers. To drive event attendance, to boost email and direct mail results, and to make fast announcements, guided voicemail has been steadily changing the face of B2B direct marketing, because it has given marketers a new, untapped communication vehicle that's allowed them to make impact with the power of a human voice – with ease, speed and cost effectiveness.

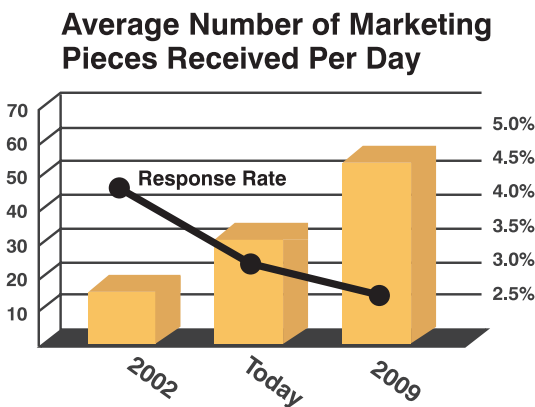


Mike Kytell
 Founder & CEO, Boxpilot, Inc.
 Pioneer of Guided Voicemail

Marketing Challenges

Today, marketers must reach prospects with less time, less money and in an increasingly competitive environment. Three key trends pose significant challenges and require new marketing strategies to address.

Clutter: Statistics show that mid-sized companies receive an enormous amount of communications – for many companies, more than 50,000 emails and 10,000 direct mail pieces per day. Increased clutter has contributed to declining response rates across the board, and the trend is expected for years to come.



Screening: Filters and servers can prevent more than 40% of emails from getting through. Studies also show that up to 58% of total received direct mail remains unopened or is piled away for later review. In addition, it's never been easier for increasingly busy executives to delete the email that's cluttering their inbox or toss the mail that's cluttering their desk – on impulse.

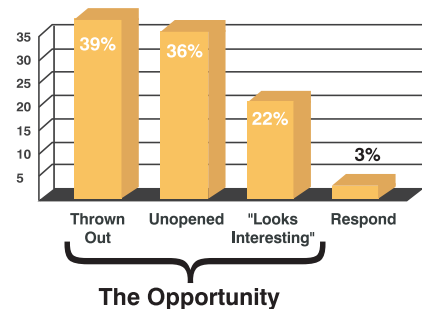
Click & Forget: Studies show that most people go back to view past emails less than 6% of the time, even if they've planned on it to address emails that piqued their interest. Studies also show that 22% of opened mail is left to the side and forgotten, even with interest. This "forgetfulness" is a result of increasing on-the-job demands and an overall scarcity of time – but it also represents an opportunity to boost responses.

The Need for More Responses

For B-to-B marketers today, the need to increase response rates is a growing mandate. In our budget conscious and high-accountability environment, a boost of even 25% can make a dramatic difference to the bottom line. And when every sale counts, that slight boost can mean the difference between success and failure on a company-wide level.

By examining the life of a marketing piece, one can begin to uncover areas of opportunity for increasing responses. For example, too often the interest created by an initial communication isn't harvested – perhaps a gentle push may be all that's needed to generate the response. Consequently, by targeting those who find a marketing piece "interesting" but for whatever reason don't respond immediately, as well as those who may have filtered, deleted or not yet opened the communication, marketers can find significant opportunities to boost results – and they need to.

The Life of a Marketing Piece



The dramatic effect of a boost in response rates

	Before	With 25% Boost
Response Rate	2%	2.5%
List Size	1,000	1,000
Responses	20	25
Average Unit of Sale	\$25,000	\$25,000
Total Sales Opportunities	\$500,000	\$625,000
New Sales Opportunities		\$125,000

The Power of the Human Voice

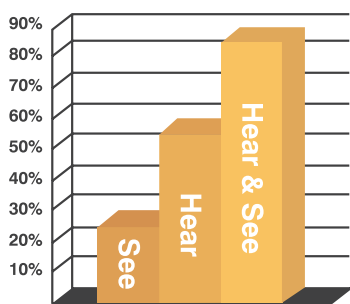
"Voicemail is beyond any shadow of a doubt the most powerful sales tool available today"—Anthony Parinello, *Selling to VITO*

"The tone of the human voice gives the words an emotional impact that the printed word alone cannot impart"—Jack Trout, *The New Positioning*

In today's complex digital world, there's a growing trend towards real, authentic human interaction as a reaction to pervasive and "depersonalized" technology. Studies show that positive action increases by 62% when communications are accompanied by a human voice.

A significant component of B-to-B lead generation is, quite simply, getting people excited. To get the responses you want, you need to inspire, motivate and convey captivating enthusiasm about your offer. You need to get people truly interested in how they'd benefit from responding, and why they should respond immediately.

Message Retention

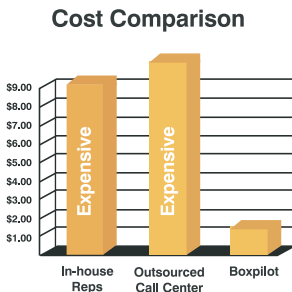


Also, as a way to differentiate communications and put a voice to a name that a recipient might see in an email, the human voice is effective. Most marketers today can relate to the experience of calling someone to tell them an email was just sent to them – just to be sure they got it. Filters, junk mail folders, and the delete reflex all motivate such multi-channel contact. If it's important, today's communications are being followed up with a phone call.

After all, the human voice has always been at the heart of one-to-one interactions – long before the printed word even existed. Its ability to convey the authentic, human emotions that generate action are both time-honoured and compelling. That's why integrating one-to-one voice contact, across initiatives, has become imperative.

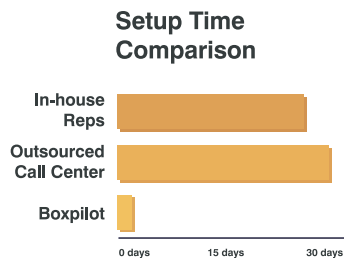
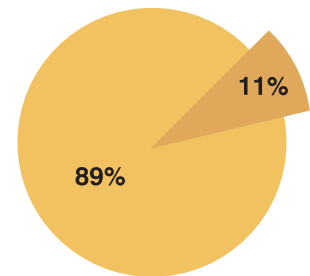
Traditional Calling

Traditionally, making voice contact was done through either in-house reps or outsourced call centers. In practice, integrating outbound phone in these ways can often become the single biggest headache for a marketing team; its problems can far outweigh the benefits of the human contact it creates.



Expensive: Studies show that, on average, of 100 phone calls made in a B2B setting, only 11 “live connects” occur. What this means is that, at best, of the 50 possible calls per day one sales rep can make, 44 calls will result in voicemail. Taking into account salary, benefits, training, and overhead, totalling \$300/rep per day on average, those 44 voicemail messages can cost more than \$6 per message; some studies show as high as \$9. And for outsourced call centers, costs per record can range from \$9 to \$18. That’s a lot of money for a one-sided 30 to 45 second message!

89% of calls go straight to voicemail anyway



Slow: Average setup costs can range from upwards of \$7,500 to \$15,000 per campaign, and can average 3 to 6 weeks for setup and training. Completing a campaign can often take longer than 2 to 4 weeks. Who has the time to wait?

Morale: Marketers often expect in-house reps to help out. But a well trained sales rep’s time and energy is best spent qualifying and closing deals, not conducting marketing campaigns. Non-commissioned tasks decrease morale and, too often, somehow the calls just never get done.

Guided Voicemail

That’s why guided voicemail has become a staple vehicle among top B-to-B marketers as a way to make the powerful voice contact needed to boost results and surpass lead generation initiatives. It’s the closest equivalent to traditional calling, in that it accomplishes effectively the same result – the 89% of calls that result in voicemail – in a fraction of the time and cost, without the headaches.

With guided voicemail, marketing departments have full control. The calls actually get done – fast – and it enables marketers to capitalize on and gain more responders from the initial interest created from other marketing contacts. As a way to excite and convey captivating enthusiasm that generates action, it works.

Guided voicemail is simply another marcom tool. Treat it like any other medium, consider resource requirements and allow for experimentation, learning and testing at first.

Guided Voicemail— Simply another Marcom tool

	Jan	Feb	Mar
Advertising			
Editorials			
Articles			
Snail Mail			
Email			
Telemarketing			
Guided Voicemail			
Banner Ads			
Trade Shows			
Events			
Blogs			
Viral Marketing			
SEO			

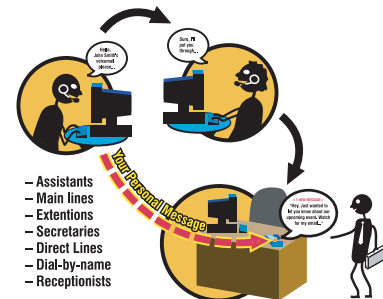


How It Works

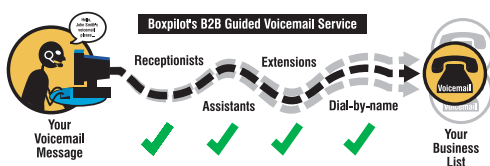
With Boxpilot, live human agents accurately "guide" your recorded message into the right person's voice mailbox, regardless of the complexity of the business phone system. Designed specifically for the B2B environment, it's the only accurate way to make voicemail contact with your business market.

First you record your personalized message, then you submit your list. Boxpilot's system and technology delivers to all your key B2B recipients, and within hours you receive your output report from which you can update your list. Messages are delivered with crystal clear, digital quality – it sounds exactly like you actually called. In fact, in the past, you've likely received many guided voicemail messages without even knowing it.

Guided Voicemail— Designed for B2B



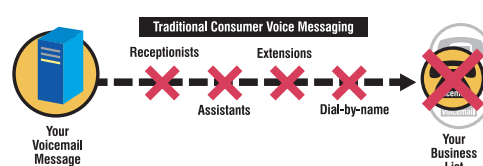
Guided Voicemail (B2B)



Boxpilot's Guided Voicemail service was designed specifically for the B2B environment. Boxpilot uses specially trained live agents to navigate through receptionists, assistants, extensions and dial-by-name to "guide" your targeted voicemail message directly into the right person's voice mailbox quickly, accurately and respectfully.

- ✓ Designed for B2B
- ✓ Real person speaks to navigate
- ✓ Agent matches name correctly
- ✓ Controlled playback
- ✓ Reliable statistics
- ✓ Useful List Corrections

Autodialer (B2C)



An autodialer is a computer that automatically dials a phone number on a list, waits and "listens" for a beep tone, and then plays back a pre-recorded message. Consumer marketers typically use such "autodialers" to leave voicemails on your home answering machine. Autodialers weren't designed for the intricacies of business phone systems.

- ✗ Designed for residential
- ✗ Can't "hear" options to navigate
- ✗ No recipient or wrong recipient
- ✗ Skipped Messages, Pop, Hiss
- ✗ Unreliable statistics
- ✗ No List Feedback

Case Studies

CASE STUDY—Direct Mail

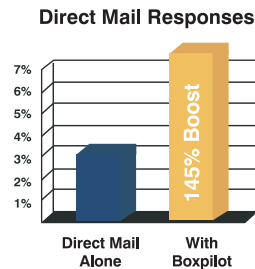
Boosting B2B Direct Mail Results with Guided Voicemail

Situation: A leading manufacturer sent quarterly product offer mailers and saw an average of 3.1% response rate. They were reasonably satisfied with this response.

Problem: When the company realized the dramatic impact a possible response boost represented - possible additional millions on their bottom line - they began researching methods they could boost results and get higher ROI.

Solution: The company conducted a split run test using the original mail piece as control against a mailer followed up with guided voicemail.

Results: The company saw a response rate boost of 145% with guided voicemail, from 3.1% to 7.6%, producing an ROI of 365% as compared to 137% with the mailer alone. Ultimately, this translated into an additional \$2.3 million dollars in revenue per year for the company.



CASE STUDY—Email

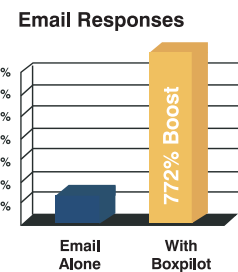
Boosting B2B Email Results with Guided Voicemail

Situation: A leading security software vendor was limited to using email to reach a large in-house database to recruit event attendees.

Problem: Response rates to event invitations had been sliding, but several venues had already been committed to and needed to be filled. The quality of the list was unknown.

Solution: Guided voicemail in advance of the email invitation was sent to a random sampling of contacts to alert recipients of the upcoming email and to engage the recipients on a personal level.

Results: The addition of guided voicemail ensured that the attendance objectives were achieved in all venues by boosting response rates to the email from 1.1% to 8.5% (+772% increase).



CASE STUDY—Events

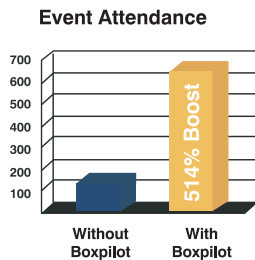
Driving B2B Event Registrations with Guided Voicemail

Situation: A leading Enterprise Software Company was experiencing low turnout rates and declining registration to their web seminar series. The low turnout was resulting in the loss of leads and partners.

Problem: To promote their event they were using email, direct mail, and in-house reps. 40% of email invitations were being filtered, 50% of their direct mail was not being opened, and their sales reps were spending only 15% of their time on invitation follow-ups.

Solution: Working with Boxpilot, the company was able to record a personal message notifying people of the event date and location as well as giving a heads-up to keep an eye out for the invitations by email and mail.

Results: The company saw attendance jump from 123 to over 632 individuals, a 514% increase. This resulted in qualified leads, new partners and new revenue opportunities. The reps were also pleased to be able to sell more versus leave repetitive voicemail invitations to the event.



CASE STUDY—Sales Support

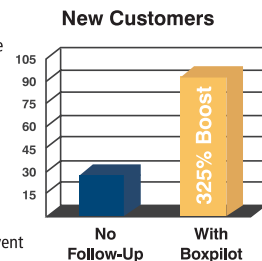
Expanding B2B Sales Support with Guided Voicemail

Situation: A leading human resource services company held monthly field events across multiple cities.

Problem: With an already stretched-thin sales force, event attendees weren't being followed up on in a timely manner. The sales reps complained that it was too time consuming to wade through the number of attendees to find the gems. The company was struggling to justify the events because few new customers were being attributed to them.

Solution: To ensure reliable follow-up, the marketing team designed a multi-wave guided voicemail effort to follow-up with attendees over a 4 week period.

Results: By using guided voicemail to make a warm, human contact after the event, the number of new customers attributed to the event jumped by 325% (from 28 to 91 customers). Interested attendees called the sales team and the event manager looked like a star.



APPLICATIONS

Boxpilot can be used anywhere for repetitive calling

Events

- Invitations
- Updates
- Reminders
- Follow-ups

Sales Support

- Cold calling
- Follow-up
- Qualifying
- Lead nurturing
- "B" and "C" Leads

Email Support

- Pre-email results boost
- Post-email results boost
- Synchronized delivery

Direct Mail Support

- Pre-mail list clean
- Pre-mail results boost
- Post-mail results boost

Announcements

- Compliance
- Internal
- Corrections
- Stakeholder

Channel Support

- Spiffs
- Pricing updates
- Promo updates

List Cleansing

- Name replace
- Data update
- Focus efforts

Call Substitution

- Lower cost
- Faster
- Higher ROI

Conclusion

In the face of more clutter and the imperative to generate more responses to gain new sales, finding the best way to get the most from each marketing initiative has become an increasingly important part of all B2B marketer's roles. It's clear – to boost responses, the power of a human voice is needed – yet, integrating traditional outbound phone often becomes impossible for a marketing professional.

That's why so many have turned to guided voicemail. For driving event attendance, boosting direct mail and email results, and making fast announcements, guided voicemail is giving B2B marketers an easier, faster and less expensive way to boost results, generate more leads, and add more new sales opportunities to the pipeline.

Please feel free to call Boxpilot to discuss how guided voicemail and our unique end-to-end suite of premium services can bring more success to your B2B marketing initiatives.

Toll free: 1-877-669-4729

<http://www.boxpilot.com>

