

BOOSTING DIRECT MAIL RESULTS WITH GUIDED VOICEMAIL

b-to-b report



Boxpilot™

The World Leader in Guided Voicemail™

Mailing Types

Annual conferences
 Boost market coverage
 Brand development
 Case study offers
 Catalogs
 Channel communications
 Coupons
 Customer acquisition
 Customer retention
 Dealer promotions
 Direct order
 Discounts
 Drive inbound calls
 Early-bird alerts
 Event invitations
 Fundraising
 Lead generation
 Loyalty programs
 Member communications
 New products
 Recall notices
 Referrals
 Relationship building
 Reminders
 Renewal notices
 Seminar invitations
 Special offers
 Special promotions
 Surveys
 Teaser campaigns
 Traffic building
 Upsell/cross-sell
 White paper offers

B-to-B DIRECT MAIL—Today's Challenges

With more and more direct mail clutter, marketers are finding it harder to make an impact and get the responses they need.

Direct mail is here to stay. Mailings for seminars, white papers, special promotions and renewal notices – no matter what type, direct mail is an essential part of most business-to-business marketing plans.

Marketers using direct mail are facing more challenges than ever.

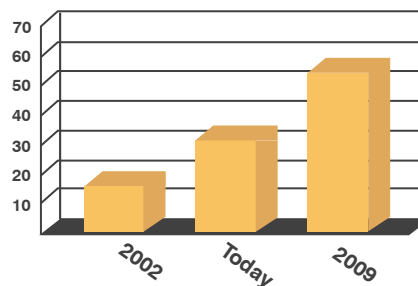
Today, clutter is on the rise: B-to-B direct mail expenditures are growing from \$18.9 Billion annually to \$22.8 Billion in 2009, a 21% Increase. And 53% of people plan to “spend more” on direct mail in the coming year (Source: DMA Economic Impact). This means more mail for recipients to filter, making it harder for you to break through the clutter and get the needed results. On top of this, postage and printing costs are on the rise. That's why it's become a priority for B2B marketers to find better ways to get the most out of their mailers – better response rates, more leads, more sales.

What really happens to your mail piece?

Ever gotten a direct mail piece that you thought was interesting, put it in a pile to look at later, and then forgot to get back to it? If you're like most, you've got a stack of "looks interesting" mail pieces that you still haven't gotten back to.

◀ **What type of direct mail do you send? Find out how guided voicemail can help – read on!**

Average Number of B-to-B Mail Pieces Received Per Day



▲ **Direct mail clutter is on the rise – how do you stand out?**

EXECUTIVE SUMMARY

Use guided voicemail before and after your B2B mailings to break through the clutter, boost results 25-40%, and get higher ROI.



Today's Environment: Recent increase in B2B direct mail use has resulted in a significant rise in clutter – it's become more difficult to get the responses you need, which means less sales and profit opportunities.

The Challenge: Using the enthusiasm of a real human voice is the best way to harvest the interest your initial mail piece generates, but conventional outbound phone is too expensive, too slow, and often isn't given the priority it needs.

The Solution: That's why B2B marketers have turned to guided voicemail to boost direct mail results. It's the best way to make the same voice contact, but for a fraction of the cost and in a fraction of the time. By integrating guided voicemail with your mailings, you'll avoid the expense of conventional outbound phone, boost responses, and get better overall ROI.



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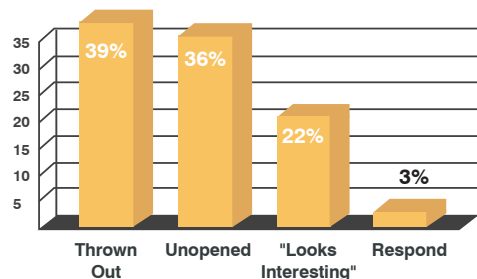
B-to-B DIRECT MAIL—The need for higher response rates

Understanding why people don't respond to your direct mail is the key to obtaining the responses you need to generate important new sales and higher ROI.

Studies show that, on average, 36% of mail sent goes unopened, and 22% is quickly skimmed and put into a "looks interesting" pile. Unfortunately, very few people ever return back to either pile and review the mail again. So, if you don't harvest the interest you've piqued, it's a lost response, and a lost sales opportunity – from someone JUST as qualified with JUST as much potential to be your next best customer.

The key to boosting results lies in not letting the opportunity created by the mail piece slip away.

The Life of a Mail Piece



By following up your mailing with a second contact, you intelligently remind, reiterate and give another opportunity to respond – the three R's. Smart follow-up gives a second-chance reminder to get people back to the mailer they initially had interest in.

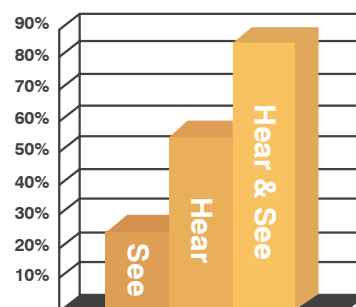
And it's not enough to simply re-send the mailer – it still lacks the impact to break through the clutter, and it's too easy to put it aside for later – just like the first time.

Follow-up your mailings with voice contact – nothing matches its ability to motivate action.

The emotions, feelings and overtones that a real human voice can create are proven to generate action and results. Follow up with voice – after all, it has always been at the heart of one-to-one interactions, long before the printed word even existed.

Studies show that a human voice can generate 62% more action and results than the printed word alone.

Message Retention



CASE STUDY—Response Value

Situation

A leading Fortune 1000 company was considering introducing programs to boost response rates, but wasn't sure how much boosting results was worth to them.

Problem

Without knowing what the value of a response was, they weren't sure how much they could justify to spend to increase responses and results of their mailings.

Solution

The company looked at the average unit of sale as well as average lifetime value of a customer to determine the value of an extra response.

Results

The company realized that even a conservative 25% boost in responses resulted in an **additional \$125,000** in revenue opportunity – well worth the cost given the sales team closing ratios!

	Direct Mail Alone	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



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MAKING VOICE CONTACT—The need for a better way

Using in-house reps or outsourced call center services to follow up mailings has become less viable for B2B marketers – it's slow and costs too much.

One of the ways voice contact can be made is with traditional outbound phone – with in-house reps or outsourced call center services. Indeed, the human quality of outbound phone is its strength. But what are the weaknesses and drawbacks when using such traditional methods?

	Outsourced Call Center	In-House Reps	Boxpilot
COST	\$9-\$18	\$6-\$9	\$1-2
CONTROL	50%	65%	100%
PERSONAL	0%	100%	100%
SPEED	5-10 Weeks	2-4 Weeks	24 Hours
CORE FOCUS	No	No	Yes
MORALE	Low	Low	High
ROI	10%	22%	134%
COMPLETION	50-75%	20-35%	100%
SCALABILITY	Mid	Low	High
FIXED COST	\$15K/mo	\$40K/Rep	\$0
TURNOVER	>100%	22%/Yr	N/A
TRAINING	\$15K/Project	\$10K/Rep	\$0
% VOICEMAIL	85%	85%	98%

In practice, integrating outbound phone with direct mail often becomes the single biggest headache for a marketing team. Too often, the problems involved in making the calls far outweigh the benefits of the human contact it creates.

Why has traditional outbound phone become less viable?

For one, timing is a problem. It's almost impossible to call everyone you need to in the small time window you often have just after your mailer has dropped. Plus, setup time is often full of hassles and can many weeks of training and administration.

Cost is another major factor. Studies show that calls can cost as much as \$9 to \$18 per name. It's difficult to get the ROI you need when costs are so high. Plus, when reps are put on a monotonous mail follow-up campaign, they're painfully distracted from their highest yielding use of time – closing sales – and the enthusiasm in their messages predictably wanes.

- ▲ The problems with traditional outbound phone have prompted innovations in making B2B voice contact.

CASE STUDY—Call Comparison

Situation

A leading software company was using an outsourced call center service provider to follow up its mailings.

Problem

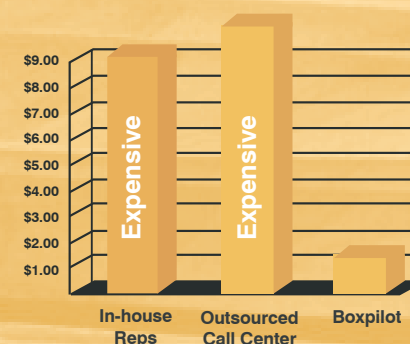
It took the service provider 3 weeks to go through the mailing list, effectively eliminating the benefits of time-sequenced integration. Also, more than 85% of the calls were going to voicemail – quality control was a problem because rep enthusiasm waned after leaving the same message over and over.

Solution

The company researched new options available in the market and learned that instead of paying \$9 to \$12 per record with the service agency, it could spend a 1/10 of the cost and make the same voice contact, with guided voicemail.

Results

The company realized a **90% cost savings**, had full quality control, and yielded a higher boost in results because of the tighter integration. Ultimately, this added **\$3.1 million** of new profit to the bottom line over a 1 year time frame.



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GUIDED VOICEMAIL—The ideal compliment to direct mail

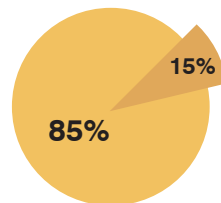
Leverage the power of a real human voice without the problems of outbound phone — boost responses quickly, inexpensively and get higher ROI.

Studies show that more than 85% of B-to-B phone calls result in voicemail – it’s hard to get people “live” on the phone. That’s why guided voicemail has become the best way to make voice contact, without the problems of traditional outbound phone. It effectively accomplishes the same result, without the problems.

Guided voicemail – the ultimate tool to boost B2B direct mail results.

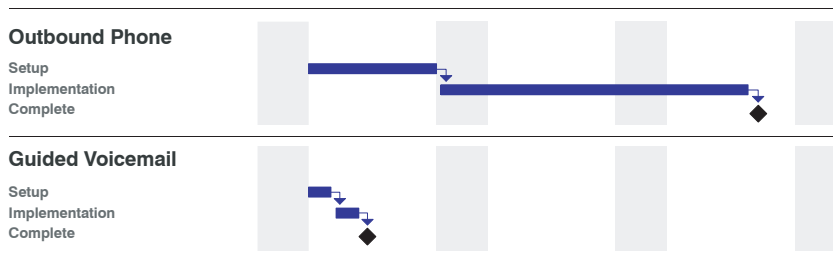
- ✓ **Fast:** Guided voicemail will allow you to execute your campaign when you want to do it. The ramp up time and effort is a fraction of what you’ll encounter with a conventional phone follow up.
- ✓ **Cost effective:** You can execute your guided voicemail campaign for a fraction of the cost of a traditional calling program, and you can be sure that your entire list will be supported equally – without “cherry picking.”
- ✓ **Compelling:** Using the power of a human voice, guided voicemail makes an impact that capitalizes on the emotions that generate action.
- ✓ **Easy:** With less variables to manage, such as training, motivation and management, conducting a campaign can be a breeze – keeping you free to tackle other projects.

Average Call Results



Studies show that more than 85% of B-to-B phone calls result in voicemail. ▲

With guided voicemail, you can follow up your mailings in just hours. ▶



CASE STUDY—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

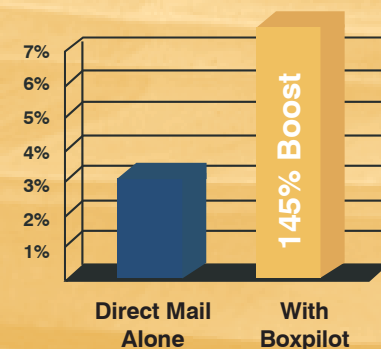
The company conducted a split run test using the original mail piece as control against a mailer followed up with guided voicemail.

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.

Direct Mail Responses



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PRE-MAIL WARMING/CLEANING—Key to successful mailings

Many companies are unaware of the quality of their lists. When every response counts, use guided voicemail BEFORE you mail, as well as after.

With the growth of dimensional mailers and novelties used in mailings, many marketers today waste a tremendous amount of money sending costly mailers to out of date lists. The opportunity to clean your list AND alert would-be recipients of an up-coming mailing can both be accomplished with guided voicemail.

▶ THE DATA DECAY PROBLEM

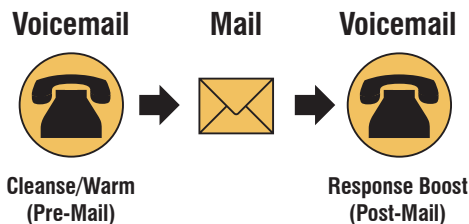
"In a year, 20% of all addresses change, 21% of CEOs change, 18% of telephone numbers change. The average database decays at a rate of between 2% to 5% per month."

— Dun & Bradstreet

Use guided voicemail prior to your mailing AND afterwards.

Several key advantages accrue to marketers who deliver a guided voicemail prior to their mailing:

- ✓ **Verified list:** With output reports that detail final results of each record, you'll know which records justify receiving your mailer – in other words, who is still there and who isn't. You'll save a tremendous amount of money on printing and postage costs by not sending to out of date contacts.
- ✓ **Warmed list:** With a voicemail that alerts recipients of an upcoming mailer, you predispose them to being more receptive to it by virtue of them being aware of its benefits. Ultimately, this yields more responses and results through higher post-mailing response rates.



- ▲ Use guided voicemail before and after your mailer – it works!

CASE STUDY—Pre-Mail

Situation

A leading business services firm was planning on sending a mailing to a 2 year old list of 6,800 records.

Problem

The company knew that the list quality was an issue and didn't want to waste \$3 in postage and printing of its dimensional mailer to names no longer valid on the list.

Solution

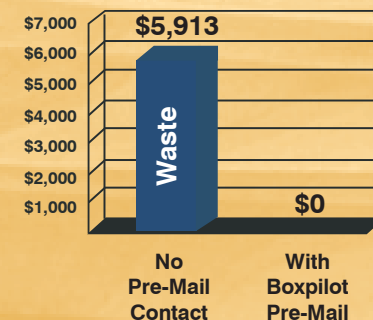
Instead of using expensive telephone to verify the names, the company used guided voicemail prior to mailing to accomplish two key objectives at the same time: 1) verify which records were still valid, and 2) "warm-up" recipients to the upcoming mailer.

Results

The company discovered that 1,971 records (29% of the list) were out of date and saved \$5,913 in postage and printing that would have been wasted,

and at the same time **boosted results by 72%** and increased ROI on the campaign by virtue of generating a higher overall response rate because of a cleaner list.

Postage and Printing Waste



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SUMMARY—Boosting Direct Mail Results with Guided Voicemail

Use guided voicemail to get better results from your direct mail. It's the faster, easier, and more cost effective way to make contact – with the power of a real human voice.

In the face of more direct mail clutter, and the imperative to generate more responses to gain new sales, finding the best way to get the most from each mailing has become an increasingly important part of all B2B marketer's roles. It's clear – with direct mail, 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 pre-mail list cleaning/warming, and post-mail follow-up, it's giving B2B marketers an easier, faster and less expensive way to boost results to direct mail, generate more leads, and add more new sales opportunities to the pipeline.

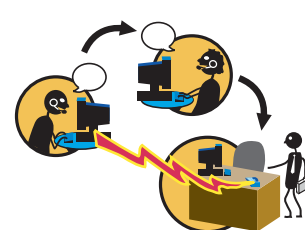
What next? CALL US to discuss how guided voicemail and our unique end-to-end suite of services can bring more success to your next B2B mailing.

Call 1-877-669-4729

Email sales@boxpilot.com

Visit www.boxpilot.com

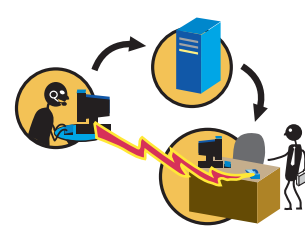
Main Lines



Direct Lines



Auto-attendant Lines



About us

Boxpilot is the world leader in guided voicemail. Our Founder and CEO, Mika Kaitila, pioneered the industry that today is embraced by many of the world's leading firms. Our premium service and unique end-to-end solutions ensure your campaigns are a success.

What is guided voicemail? Designed specifically for B2B, we take a voicemail message that's been recorded by you, and deliver it into your customer's voice mailbox.

It's not what you get at home—We use people in our call center to navigate business phone lines and ensure that your messages are delivered to the right person. With our crystal clear digital quality, it sounds like you actually called.

Guided voicemail can be used to support events, sales teams, channel communications, for announcements, boosting email and direct mail responses, call substitution, list cleaning and more—in the B2B space.

It's the fastest, easiest and most cost effective method to take the obstacle known as voicemail and turn it into a powerful one-on-one marketing tool.

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