

## Rise Above the Noise

*Varolii's Media Services adds brand and persona to applications, creating the best possible consumer experience*



**There's a simple purpose behind customer communications – you want as many customers as possible to hear your message and then take a desired action.** Varolii Media Services applies a unique, proven methodology to make that happen. This involves creating the tangible aspect of a communication solution – the audio and visual elements.

The Media Services team comprises experts who have years of experience working with major recording studios and Hollywood actors and producers, as well as cutting-edge speech and visual technologies. Together with our clients and Varolii's Account and Business Consulting teams, Media Services raises the bar on quality and usability.

The team has built a foundation for success by selecting and coaching the best voice and design talent, building professional production processes, and expertly working the technology needed to create broadcast quality audio and high impact visual communications.

### Creating a Positive Customer Experience

Varolii Media Services focuses exclusively on positively impacting the consumer experience, specifically that split second of time when they first hear or see the message sent by the company they do business with.

It is at this moment that customers decide whether or not the message is of personal value. It is at this moment that ROI is generated.

In the design process, Media Services learns about the audience's demographics and psychographics. What is the consumer's mind-set when the communication arrives? What will make a given audience receptive to the message, or even enjoy the message? How the notification communicates with them will vary depending on circumstances, which may be affected by factors like age, location, socioeconomic status, the media channel utilized, and other elements.

Based on demographic and psychographic factors, Media Services helps develop the appropriate personality and brand image for the notification. Varolii's Media Services combines these best practices with technical skills, user insight, conversational and visual design techniques, and brand personality – to create a positive experience.

### CHALLENGE

Ensure the quality and usability of a notification exceeds consumer expectations and creates a positive experience.

### SOLUTION

Varolii's Media Services team develops an appropriate persona for each application, coaches professional voice actors, and uses broadcast quality recording processes to create effective applications that drive ROI.

### RESULTS

- Enhanced consumer satisfaction
- Increased response options
- Decreased consumer complaints

#### Contact Us:

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### **Best Processes - Outcome Based Improvements**

How long should your introductory message be? What's the best way to word an option? What tone of voice should be used? In search of the answers to these and other critical questions, Varolii has captured and analyzed results data from thousand of applications and literally billions of customer interactions.

### **Message Mastering<sup>SM</sup> - Collaborative Script Development**

Message Mastering is a proven, interactive framework for effective collaboration between Varolii's script-design and media professionals and your own experts. The objective? Creating the right message – a message that will drive the highest levels of both customer response and customer experience. The result? Dialogues that your customers will listen to, understand, and take action on.

### **Sea of Names<sup>TM</sup> - Pre-recorded Audio Library**

Your customers listen closely when they hear their own name spoken. Incorrectly pronounced or poorly spoken names are proven to reduce customer response. Varolii Media Services has developed a "Sea" of over 10,000 pre-recorded first and last names – each name spoken using a variety of inflections, genders, and pacing – to ensure that your customers will respond more positively to your message.

Other pre-recorded words include: all numbers; all dollar amounts; all measures of time, days of week, months; 2000 airports; more than 400 hospitals; and more than 600 medications.

### **Multilingual Capabilities**

Varolii offers a sophisticated multilingual service and has professional translators and localizers on staff to ensure our clients' applications have the desired persona, regardless of the language used. Media Services's goal is to guide these audience segments through the conversation by using traditional language and cultural-specific explanations to avoid confusion, allowing the users to interact as easily as possible.

### **Text-based Applications**

As consumer expectations continue to rise and the flurry of text messaging increases, companies must continually revisit the way their text communications are delivered and ultimately perceived. Varolii Media Services bring years of experience in text messaging, via traditional email as well as SMS and instant messaging.

### **ABOUT VAROLII**

Varolii<sup>TM</sup> provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction.

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

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