



Ask? Belinda

Dear Belinda,
My company just started using Voice Broadcast and we are very excited about making contact with our customer database without having to telemarket. But it requires the use of email and we don't have a "computer person" on our staff. Should we hire one now that we use Voice Broadcast? Our budget is limited and we'd really like to use the funds we have on sales support.
Sincerely, Technologically Timid

Dear Timid,
You're in luck! Voice Broadcast, like other Arch systems, was designed for everyone, including the less technology-savvy. While it's true that Email has become the communication choice of the business world and it's pretty safe to say that computers are here to stay, it is NOT necessary for you to hire a "computer person" just for Voice Broadcast. On the other hand, it IS beneficial to have someone in the office a little knowledgeable of a PC. Since you must load your call lists via email, your call list has to be in an electronic

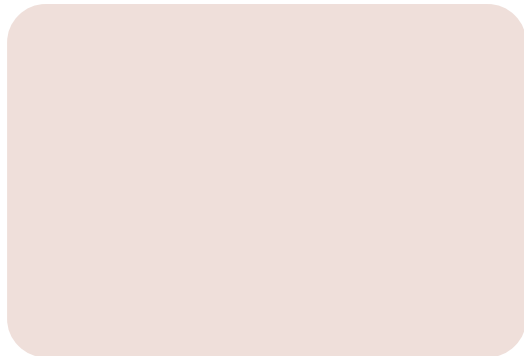
format. Our support staff can usually help with these matters if we are familiar with the software and computer programs your using. Call our support line at 800-882-9155.

Dear Belinda,
Sometimes when I try to queue my Voice Broadcast group number the system tells me that my group is invalid but I am certain it is correct because I printed out a copy of the email I sent to loadlist@archtelecom.com. Then later I try queueing the same group and the system accepts it. What's the deal?
Sincerely, Perfectly Perplexed

Dear Perplexed,
You are trying to access your group before the system has accepted it. I recommend you wait until you get a confirmation email back from loadlist informing you that your group has been accepted. Usually the confirmation email is sent to you within a few minutes of you loading your group. It may take longer depending on your Internet provider or system wide activity of Arch Voice Broadcast. To be sure your group is available when you need to do a broadcast, load it at least a day before queuing it. To be sure your group is broadcasted when you need it to be, queue it in advance as soon as you know when you'll need it done.
please write to belinda at belinda@archtelecom.com

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Competitive Advantages through Innovative Marketing & Technology



Arch Telecom, Inc.
210 Barton Springs Rd
Austin, TX 78704
800.882.9166
fax: 800-882-0945
support@archtelecom.com
www.archtelecom.com

SOLUTIONS

The quarterly newsletter of Arch Telecom

Introducing ... Survey Plus.

Is personal marketing important to your business? Do you try and think of creative ways to establish more value and longevity with your personal marketing messages? If so, SurveyPlus could be just the tool you're looking for.

SurveyPlus is a new and powerful strategy for developing opportunities by sending a nonthreatening automated survey to your prospective farm area and past clients. You can customize the survey to ask leading questions that identify your target audience and/or to uncover what clients think of your business. The answers provide you a road map of who your active market is, where to focus and areas to improve. By offering an incentive of free long distance upon survey completion you can also create value and reciprocity. A promotional message reminds the consumer of you every time they call long distance providing you with a "walking billboard" effect.

SurveyPlus is one of the most cost-effective and convenient methods for obtaining results. The service works like this: you script out approximately ten questions that you would like your survey to ask (We'll even help you by offering suggestions from our most successful clients). Arch provides you with an 800 number that the prospect calls and responds to the questions via touch-tones or voice. The voice response can be transcribed to text and all responses are tabulated and available real-time via the Internet, Fax-on-Demand or scheduled email.

For example, you could ask the prospect when they are looking at selling to press 1 for within a year, press 2 for one to five years, or press 3 for more than five years. By querying the data via the Internet, you could select all respondents that select touch-tone 1 and follow up with those leads. You can select the amount of questions, the type of response and whether or not you would like the system to validate the answer.

As an added feature to encourage response, Arch can add prepaid long-distance service that is only activated once the prospect completes the survey. You can order the debit minutes in any increments you desire.

The effectiveness of SurveyPlus technologies is being utilized heavily by industries whose lifeblood depends upon efficient, economic and accurate data compilation. Companies such as Teva Marion Partners, a Kansas City company formed by partners Hoechst Marion Roussel and Teva Pharmaceuticals Industries Ltd. focused on market research for new drug development. Teva Marion was spending hundreds of thousands of dollars on direct mail until they discovered the power of automated surveys coupled with a prepaid phone card option:



"The Prepaid phone card option represents tremendous cost savings in terms of survey research. Surveying by touch-tone phone calls means Teva Marion Partners has to hold fewer focus groups and has eliminated approximately half of our mailing costs."

-Gwen Duzenberry
Teva Marion Partners

Arch Introduces SurveyPlus to the Hospitality Industry at the HI-TEC show June 22-23, at the Georgia World Congress Center in Atlanta, Georgia

Arch is proud to have introduced SurveyPlus to the Hospitality industry at the HI-TEC show in Atlanta. Scott Brashear and Don Farrell returned to Austin energized from the enthusiastic response they received at the HITEC (Hospitality Industry Exposition and Conference). The Conference was developed to provide educational opportunities to demonstrate how to apply and improve the technology to those operating in the Hospitality industry. Thanks to Don and Scott for your part in making our booth presence a huge success!

customer Profile

Paula Peek and Judy Janowitz: Greater Than the Sum of Their Parts



Paula Peek

Judy Janowitz

If you think one plus one equals two, you haven't met Paula Peek and Judy Janowitz from the Equity Group of Portland, Oregon. Together, these two can cover more ground for their clients than a team of long distance runners. Part of that is because of their unique system of coverage that allows one or both to be available virtually 24 hours a day. The larger part is due to the synergy created when these two lifelong friends bring their mutual respect to the table. Judy and Paula don't simply run a business, they run a lifestyle: one that is geared around family life, professional integrity and community service. Arch Telecom is proud to contribute to their lifestyle.

Paula and Judy met at Judy's wedding (their husbands are fraternity brothers) and established a friendship long before they became business partners. The trust and respect they developed for one another is extended to their relationship with their clients. Not only are Paula and Judy committed to excellent service with regard to their clients; they're also committed to the community in which they prosper. Paula and Judy are involved in many programs including "Street Kids", "Adopt a Road" and programs benefitting the homeless to name just a few. Paula and Judy have also set up classes on earthquake preparation and sponsor CPR, First Aid and flu shots at their office.

"We particularly liked working with the homeless," Paula says, "because it was a natural extension of our business."

As far as extension of that business, the two have committed to a first class marketing campaign with full color advertising materials at the suggestions of Hobbs Herder. According to Judy, "Our ads are not about "We're the top this or top that"; they're about "We listen; we solve problems." Of course it's expensive to have four color marketing materials, but they believe the quality of their materials represents their service and attracts more serious buyers.

Their marketing campaign includes of course, Powerline, the 24 hour information hotline, "power" cards and brochures, a "keep in touch" program, bus benches, their logo on their sign riders and "thank you" parties including everyone involved in the transactions, including allied field vendors.

About Powerline in their own words: "We have been using our 800# for 2 years now as part of our plan of action in connection with our marketing campaign at the suggestion of Hobbs Herder and it's working! Just in the last three months alone, we have had approximately 425 calls, many of which have become clients after a 10-15 minute conversation. The most exciting contact was the result of a 2-3 line newspaper ad. I followed up on the call and after working with him for about a month, found what he was looking for; made the full price offer of \$299,000, and it was accepted the next day. During the closing, the buyer referred us to friends selling the FSBO, who listed with us (\$174,000) and we also received a full price offer. Later, the original buyer listed his first house with us and we sold it ourselves for the full price of \$214,000. And you ask us, "Do we like Powerline?" Anything else we get from Powerline is frosting, and yet it still keeps coming.

The best thing about Powerline is that it is really perceived as a service by the caller. We always give them something they value when we learn what they need, whether it is information on a listing, the name of a good lender, tools for finding other properties, etc. I have never had a person upset with us after my first call to them, and without exception, they end the conversation by saying, "Thank you for calling." I look forward to getting those pages!"



Producer's Edge®
Software Package

EXCLUSIVE OFFER

from arch
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The industry's top producing sales professionals earn in excess of \$100,000 a year. They earn more because they've taken advantage of powerful presentations, expert analyses, and superior organizational tools that translate quickly into greater productivity and income.

As an Arch subscriber you can take advantage of valuable partnerships and get a FREE copy of the Producer's Edge® Business Development Software . . . a \$495 value! One package is designed specifically for real estate agents and one for originators. Here's what the software includes: Contact Management, Personal Calender, Activity Scheduler, Marketing Letter Library, Automatic Mail Merge, Mass Mailings, Marketing Campaigns, Listing &

Sales Manager, Action Plans, Power Presentations, Financial Analyses, and Income & Expense Tracking. If you call now, we'll also include the Maximizing Your Income Through Automation training video and our Marketing & Sales Library of more than 250 high-impact, business building letters. The software is updated frequently (twice per year) and for that Producer's Edge® will charge a \$95 per year licensing fee for long-term use of the software. When you sign up through Arch, The \$495 activation fee is waived and the licensing fee is waived for the first six months. There is a \$20 shipping and handling fee. The licensing fee is waived for the first six months. Call 800-882-9155 to have your copy shipped to you today!

S Y S T E M S N E W S

-Zero Transfer-

There has been a new capability added to Zero Transfer that will allow you to configure extension digits to your zero transfer number. This is useful for those of you that change your Zero-transfer destination number frequently. This capability is also helpful when your Zero transfer destination number has an auto-attendant. Please call Customer Service at 800-882-9155 to place an order to have this capability added to your system.

-Talking Testimonial Line-

We appreciate your testimonial! Customers may call to leave a message on our testimonial line at 800-882-9932. By doing so, you consent to give Arch permission to quote your message in our promotional materials and advertisements. Thank you to all who have already called in!

-New Voice Broadcast Interface-

Features include:

- Ability to set the number of attempted calls your broadcast makes
- Ability to set the maximum successful deliveries of a broadcast.
- Ability to control "Retry intervals"
- Ability to pause and resume the broadcasts
- No additional cost to upgrade, simply email belinda@archtelecom.com for questions or to upgrade.

-Billing Options-

The Arch Billing Line at 800-882-0197 now accepts credit card payments. Any payment made on the automated line will be processed within one business day. Account balances are also available on this line.