

# Voice SMS Proposal

Prepared for

Attention **Mr.**



Pioneering new services in the global VAS (Value Added Services) is our goal. Serving your needs and achieve your satisfaction is our must. We have the pleasure to be your dynamic, creative & reliable vendor in subject "Digital Marketing" & "Digital Marketing Research".

#### Overview:

**Cairo Call** & its mother Company **Starware** are focusing on using the technology and mixing multiple solutions to satisfy your current and future needs.

In today's world was the normal text messaging "SMS" the most reliable advertizing tool. BUT now we are offering:

## Voice SMS

Which is very promising to be the best tool for Sales & Marketing.

This service was missing in our Egyptian and Arabian Market, where it is a daily practice in the USA and Europe since some years ago.

#### Why Cairo Call?

- We are the next big SMS vendor in Egypt directly after "Vodafone, Mobinil & Etisalat).
- We are a group of three high tech companies under one ownership and with a high level of cooperation and flexibility.
- We have huge databases, like:  
"All land lines, nearly 9 millions", most Brands' customers in Egypt.
- Most of Egypt's well known brands are our recurring clients (by the mother company Starware)..

#### Features & Benefit?

- Break the limit of some characters from the normal text SMS (70 Arabic / 160 English), you can reach minutes of spoken text with "Voice SMS" with a fine touch of musical background. This can be an existing radio advertizing audio clip, or you may order it for free by our team.
- Valid for mobiles and for fixed land lines.
- Delivering the messages with **NO Caller ID** or "Unknown", so there is no misunderstanding and you attract your customers...
- Targeted customers' data base, especially regarding certain geographical areas or districts.
- Options to connect the audience with the sales team for more info, order taker to place an order or just to remove his number from our add-system. This is very interesting for the customer, because he don't need to call any one or to pay for this call. For the client it causes a very good feeling that your firm calls him personally and gives him the possibility to say any feedback or to order directly after hearing the new offer.
- Excellent survey tool, where you can measure the feedback simultaneously and all calls are recorded. Detailed reports are included in all services.
- Pay only for success. You don't need to pay for messages, which were declined by some customers.
- Detailed Reports:
  - Did the customer hanged off directly?
  - How long has he heard the message?
  - Did he choose to be forwarded to the Sales Team or an Order Taker?
  - How was the call? (All calls are recorded on a DVD for your control purposes).

## Case Studies

### Promotions & Order Taking:

Broadcasting "Voice SMS" can achieve new horizons which were non-realistic before. The customer gets learned the new model of "live contact" to the advertiser directly.

#### **In small points:**

- Advertise to special targeted customers by category/district.
- Measure their feedback & change some factors in the message to be better ready for big campaigns.
- Get orders distributed simultaneously to your sales reps.
- Monitor & control how your reps acting with the customers.
- Get digital full reports (text + graphs + recorded phone calls)

Our Goal here is: How to get the **MAXIMUM** from a **MINIMUM**.

### Sales Rep Control & Surveys:

**Sales Rep Control:** Sometimes is the sales volume not the only tool to measure "How is your Sales Rep active". Also a written report should not always the truth say. A real live control is here the only solution.

**Surveys:** You need to collect some information about your market from a third party (Like: Market positioning, Planning for a new product, ...).

We can do this work: **Accurately, Quickly, Cheaply and fully proven.**

#### **In points:**

- Our digital system calls the targeted clients and asks about what you want to know. Or you may need well trained human call agents?
- The clients get some benefits like small gifts in a points system.
- We deliver the requested gifts at the requested time honestly to them.
- Get digital full reports (text + graphs + recorded phone calls)

### Financial offer:

Volume	Land Line	Mobile
Any	0.15 LE.	0.25 LE.

We hope that our offer can meet your requirements. Please don't hesitate if you may have any comments.

Best Regards,  
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