HOSTMYText

**Scan the Code to Demo Our Voice Initiated Messaging Feature**

# HOSTMY

***Hosted Communications for Business***

Presented by Jim Waldrop, President

# HOSTMY Agenda

- Customer Care and Your Success
- HostMyText
  - Voice Initiated Messaging (VIM)
  - Website Widget
  - Text Permission Management
  - Self Signup Portal
- How to Engage

# Challenges for Increasing Recurring Revenue

- ❑ Finding New Opportunities Requires Prospecting and Marketing
- ❑ Finding Differentiation in the Sales Cycle Requires Skill, Effort and Attention
- ❑ Price is the Easiest Differentiator to Identify and Elusive to Retain
- ❑ Keeping Customers Requires Consistent Touch
- ❑ Customers Forget Why They Bought from You
- ❑ Competition for Voice Comes from Many Directions
- ❑ UCaaS Customer Care Drains Your Time and Energy from All of the Above

# Customer Care

- Customer service has been deteriorating in the U.S. for decades due to companies' cost-cutting measures
- 80% of companies think their customer service is going well, while only 8% of customers agree
- Chatbots have a 75% failure rate, yet they are the fastest growing channel among Business (Metrigy claims 89% failure rate)
- Customers with bad experiences continue returning to those businesses



**Amas Tenumah**
- Customer Service Consultant and Author of *"Waiting for Service: An Insider's Account of Why Customer Service is Broken + Tips To Avoid Bad Service"*

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# Customer Care

## Since the Great Recession, Customer Support Budgets Have Been Slashed

- Support Costs Lowered by:
  - Moving Support Personnel Outside US
  - Reducing Support Staff (Recent Layoffs) and Customers Willing to Tolerate Long Hold Times
  - Fronting Support with Bots and AI
  - Call Center Designs to Prevent Direct Human Contact
- Businesses Learned “Breakpoint”
- Employ Analytics to Walk All the Way to the Breakpoint
- Know They Can Give Customers 3.3 Bad Experiences before Their Breakpoint (Metrigy)



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# Customer Care

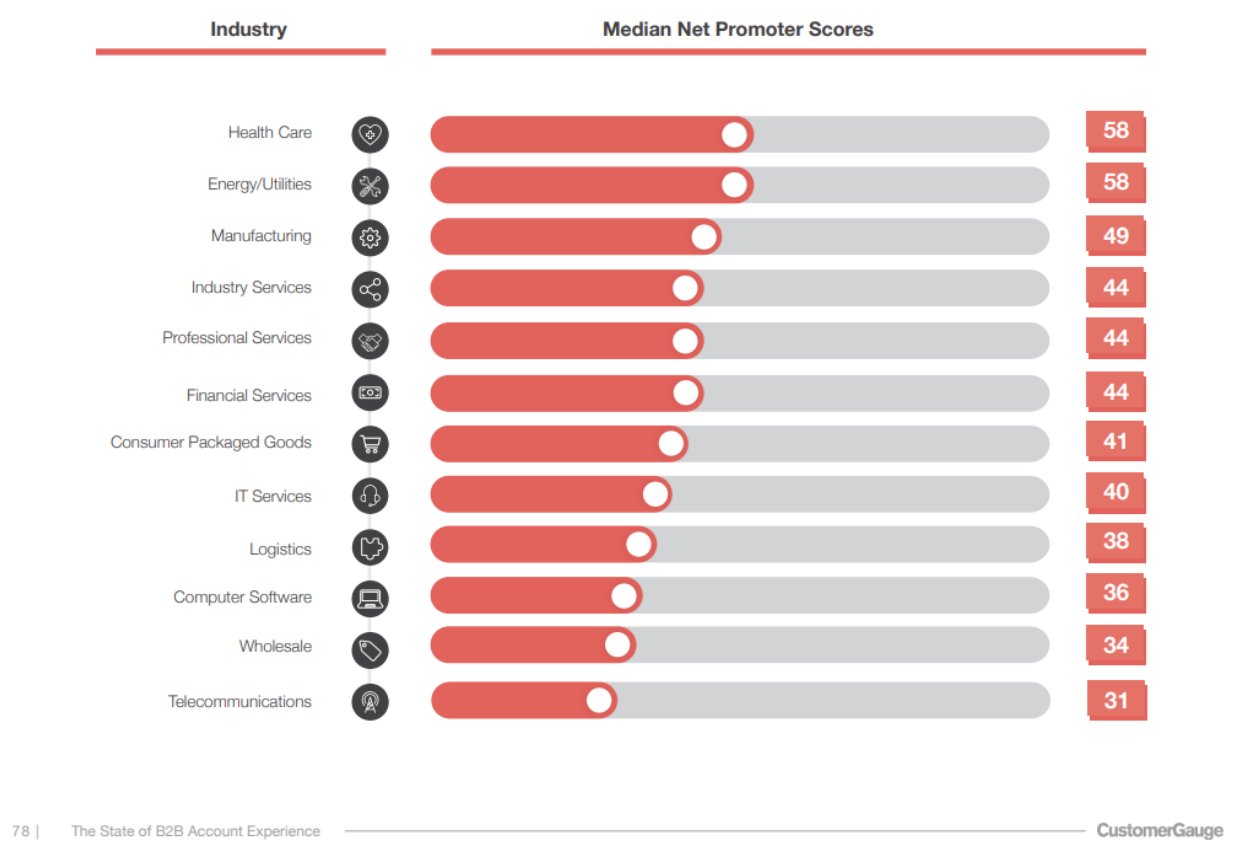
## Background of CEOs Leading the Largest UCaaS Providers.

- ❑ Computer Science Degree
- ❑ Wireless Executive
- ❑ Software Developer
- ❑ Financial Industry Executive

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# “Net Promoter Score for Telecommunications is below Passable” - Telecom Executive




## Who’s (in over their heads and) giving up?

- Electric Utilities
- MSPs Who Thought They Could Build Their Own or White Label
- Cable Companies

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## Customer Care

The Only Ones That Are Surviving Are Those That Have Latched onto You to Make up for their Shortcomings

**The rest are throwing in the towel.**

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# Customer Care

## Why Are You Successful at Voice While Outsiders Are Not?

**You Know**

- ❑ What a Key System is and the Customer's Related Expectations
- ❑ Paging Systems, Doorboxes, Faxes, CC Machines, etc…
- ❑ Each Customer's Business is Unique in Structure and Operation
- ❑ Programming the Complex Features of IVRs, Ring Groups, Call Queues
- ❑ How to Apply Thousands of Features to Each Unique Business
- ❑ Every Customer Employee is a User
- ❑ Proper Training is Critical
- ❑ Support is Far too Complex for Bots and Foreign Call Centers

Voice Technology, Features and Integrations are not the Solution.. **You Are!**

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# Customer Care

## You're Providing the Support Your UCaaS Provider Doesn't

- ❑ Customers Can't Get Their Own Problems Solved So You Are Forced to Help
- ❑ Long Hold Times and Battling the Bots
- ❑ Frustration
- ❑ Unhappy Customers
- ❑ Distraction from Core Functions
- ❑ Lost Opportunity
- ❑ Lost Revenue

**You Are Paying the Price for Their Lack of Industry Experience and Cost Cutting**

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## Customer Care

- ❑ No Bots
- ❑ All US Based Support
- ❑ No Hold Queues
- ❑ Staff with only Tier 2 and above Techs
- ❑ Employee Longevity and Vast Telecom Experience
- ❑ Processes Are Built around Our Deep Understanding of the Support Requirements

*78 Years Supporting Intercom and Phone Systems*

**We Are a Company Built upon Customer Care that Believes**

***No Customer Should Ever Be Treated like a Number***

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# Customer Care

## The Leading Hosted Voice Providers Exploit Your Knowledge and Skills to Make Up for Their Own Shortcomings

HostMy's Mission is to be a Key Player in the Story of Your Success

- ❑ Not Be Distracted by Customer Issues
- ❑ Exist in this Industry with Few Frustrations
- ❑ Focus on Your Core Business
- ❑ Have More Time to Build Your Recurring Revenue Stream

**Is your UCaaS Provider's Support Pumping the Brakes or Accelerating Your Success?**

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# Your Customers Can’t Communicate

- Only 52 percent of all calls Americans receive on their phones are answered
- When the call comes from an unidentified number, the statistic falls to one in four (24%) are answered
- 33 percent of the respondents said they listen to voice messages that come from business contacts
- Only 18% of people listen to voicemails from phone numbers they don’t recognize
- Emails Have an Open Rate of Approximately 20%
- Average Response Time to an Email is 90 minutes

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# Why Your Customer Needs It

- ❑ Text Messages Have an Open Rate of Approximately 98%
- ❑ Text Message Response Rate of 45% within 3 Minutes of Delivery
- ❑ 65% of People Prefer Text over Voice for Customer Care
- ❑ Cuts Straight through All of the Communication Noise
- ❑ It is Ultra-Efficient
- ❑ Laws and Regulations Will Keep the Noise Out

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# Can Your Customer Answer All of Their Calls and Never Put Anyone on Hold?

- Small and mid-sized businesses are only able to answer 37.8% of all inbound calls (staffing levels)
- Phone calls require both parties to be available at the same time
- 80% of Callers That Reach Voicemail, Do Not Leave One
- Businesses Miss Communication from 49.76% of Their Callers
- 60% of Callers Will not Wait on Hold for More than 1 Minute
- Troy McNall – “There is no such thing as a ‘happy hold time’ for a customer”

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# Voice Initiated Messaging

## Keeps Callers Away from Holding and Voicemail



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# Voice Initiated Messaging

## VIM Example - Call Queue

“You are the 5th caller in line with estimated wait time of 2 minutes and 30 seconds”

“Rather than continue to wait in line, press 5 to immediately start a text conversation with us.”

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# Voice Initiated Messaging

## VIM Example - Auto Attendant

“Welcome to ABC Company, If you would rather text than talk to us on the phone, press 1. Otherwise, Press 2 for Sales, 3 for Support.”

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# Voice Initiated Messaging

## VIM Example - General Voicemail

“All of our operators are busy at the moment, press 1 to text with us.

Or leave us a voicemail message at the tone.”

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# Voice Initiated Messaging

## VIM Example - Personal Voicemail

“You have reached the voicemail of Brian Hunter. I’d prefer to text. Press 5 to start a text conversation with me. Or leave a message at the beep.”

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# Voice Initiated Messaging

## VIM Call Flow

- The caller is calling from a text enabled number; message is immediately sent.
- Text permission is automatically recorded
- Number is Added to Any Designated Contact List

*If the caller's number is not text enabled, they may enter and verify a number to text*

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# Voice Initiated Messaging

- ❑ Simplifies Operations
- ❑ Significantly Enhances Communications
- ❑ Give Callers an Option Besides Talking to a Live Person
- ❑ Gives Callers an Option Besides Hold
- ❑ Eliminates Voicemail Reluctance
- ❑ Overwhelmingly Preferred by Callers
- ❑ Removes/Reduces Staff not Listening to VMs and Returning Calls
- ❑ Eases Call Answering Burden
- ❑ Increases Customer Satisfaction

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# Voice Initiated Messaging

Not Just a Potent Communication Tool for Your Customers.

- ❑ It's a Mighty Tool for Your Success
- ❑ Unique, Easily Demonstrated, Powerful Capability
- ❑ Turn Voice Customers into Text Customers
- ❑ Turn Text Customers into Voice Customers
- ❑ Stickier Customer

VIM is a Strategic Tool to Help You Increase Your Recurring Revenue with Less Effort

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# Is Live Chat a Benefit?

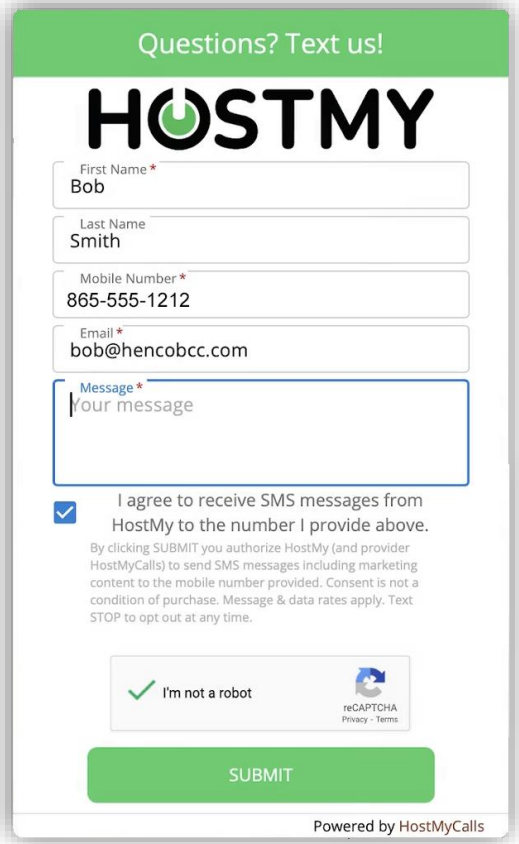
- Small and mid-sized businesses are only able to answer 37.8% of all inbound calls
- 41% of customers choose live chat over the phone because they hate being put on hold (32% Telephone, 23% Email, 3% Social Media)
- 41% of customers think a company that offers live chat on its website is more trustworthy
- 38% of consumers are more likely to purchase from a company that offers live chat support
- 52% of consumers are more likely to repurchase from a company that offers live chat support

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# But the Problem with Live Chat Is...

- ❑ Live website chat requires dedicated staff to monitor the chat room(s)
- ❑ Live website chat is not mobile-friendly
- ❑ When Chat Tools Show “offline,” 57% of Visitors Leave the Website
- ❑ Users Are Chained to Website and PC Increasing Impatience
- ❑ Users Do not Tolerate Hold Queues
- ❑ 50.4% of Users Expect Responses within 1 Minute

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# Text Initiation Website Widget

## All of the Benefits of Live Chat without Any of the Problems

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# Text Initiation Website Widget

- ❑ Gives Website Visitors a Simple Trusted Communication Path
- ❑ Significantly Enhances Communications
- ❑ Eliminates Chat Room Staffing
- ❑ Provides Website Call to Action
- ❑ Visitor is not Chained to Your Website
- ❑ Gives Our Customers More Time to Respond to Their Website Visitors (65% Wait 1 Hour or More)
- ❑ Never Shows “offline”
- ❑ Auto After Hours Response
- ❑ Seamlessly Gathers Text Permissions
- ❑ Visitor Contact Info is Stored for Future Communication

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# Text Initiation Website Widget

Not Just a Potent Communication Tool for Your Customers. It's a Mighty Tool for Your Success

- ❑ Improves Revenue and Length of Customer Life Cycle
- ❑ Easily Includes Web Developers in Deployment and Support
- ❑ Provides New Pathways for Attracting Customers

Website Widget is a Strategic Tool to Help You Increase Your Recurring Revenue with Less Effort

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# Text Permission Management

- Texting is the Most Powerful Communication Tool in the History of the Human Race
- TCPA Laws and Campaign Registry Regulations Will Keep It that Way
- But the Laws and Regulations Will Stop Your Customers Using and Maximizing the Potential of Business Text

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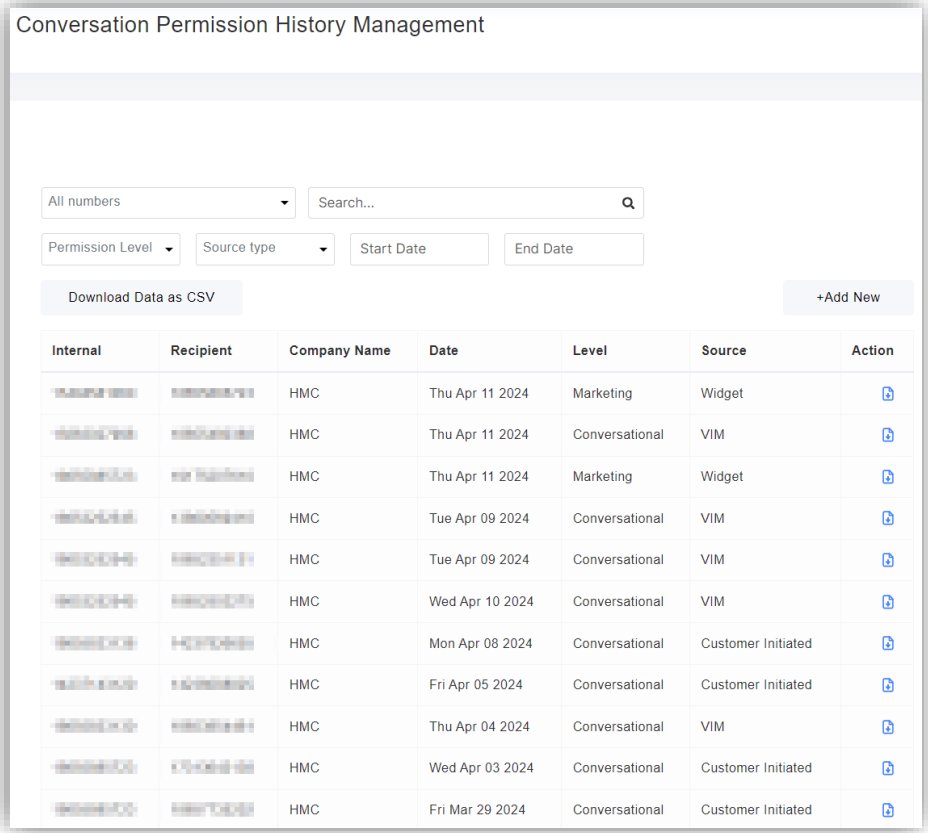
# Text Permission Management

TCPA and the Campaign Registry Requires:

- ❑ Text Messages Are Only Sent with Express Prior Consent of Receiving Party
- ❑ Businesses Sending Texts Have the Burden of Proving They Had Permission
- ❑ Violators Can Be Penalized Up to **$18,936** per text
- ❑ Collecting, Recording and Managing Text Permissions Requires Significant Organizational Effort

FCC Enforcement Advisory: https://docs.fcc.gov/public/attachments/DA-16-1299A1.pdf

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# Text Permission Management

## Simply Manage and Track Text Permissions in One Place

## Eliminates Anxiety over TCPA Compliance

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# Text Permission Management

Instantly and Easily Keeps Records and Provides Proof of Consent

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# Text Permission Management

Automatically Collects Consent from:

- ❑ Voice Initiated Messaging (VIM)
- ❑ Website Widget
- ❑ Keyword Opt In
- ❑ Outside Party Initiates Conversation
- ❑ Outside Initiated Permission Sources
- ❑ CRMs through API

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# Text Permission Management

*An Opportunity to Be a Hero in Your Customer's Success Story and for You to Enjoy Success through*

- ❑ A Unique Text Capability
- ❑ Solving Fear, Process, and Logistical Issues for Customers
- ❑ Allowing Your Customer to Enjoy the Benefits of Business Text
- ❑ Creating a Stickier Customer

Text Permission Management is a Strategic Tool to Help You Increase Your Recurring Revenue with Less Effort

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# Benefits of Selling

- ❑ Solves a Universal Need of Better Communication
- ❑ Improves Your Customer's Operational Efficiency and Customer Care
- ❑ VIM, Website Widget and Permission Management Create Differentiation
- ❑ Hooks into the Customer on More Levels Reducing Attrition
- ❑ Increases Average Customer Revenue

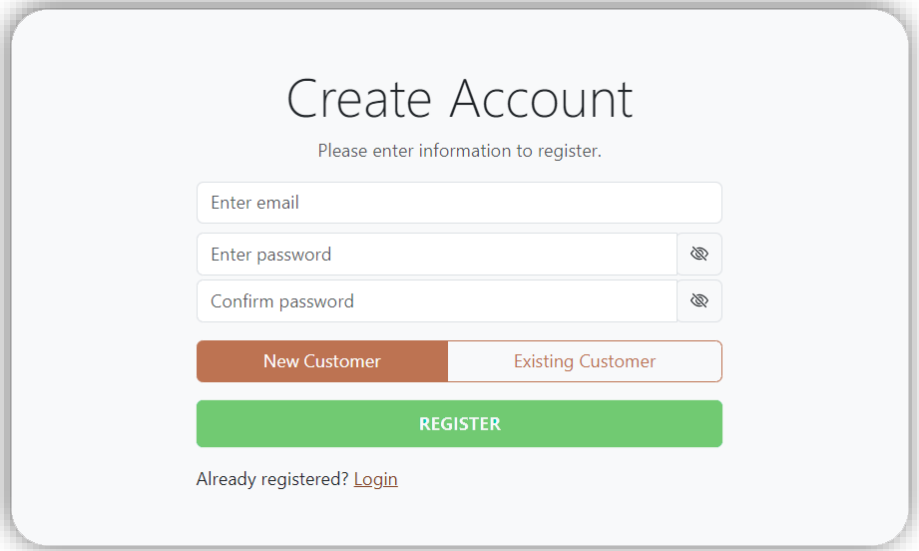
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# Can Voice Folks Sell Text?

- ❑ Understanding and Selling a New Service Requires Significant Effort
- ❑ Canvassing Base Requires Marketing
- ❑ Average Opportunity Is less than Voice

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# Text Platform Self Signup Portal




## Simply Add Your Customers to HOSTMY*Text* by Sending a Link

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# Text Platform Self Signup Portal

- ❑ Creates User Account
- ❑ Select Pro or Basic Plan
- ❑ Adds Hosted Messaging Numbers with LOAs from other Voice Providers
- ❑ Purchases New Numbers and Forwards Voice to Existing Services
- ❑ Authorizes Agreement
- ❑ Collects Payment Information
- ❑ Automatically Credits the Account to You
- ❑ Can Get All Questions Answered with HostMyText Website Widget

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# Text Platform Self Signup Portal

## Self Signup Implementation

- ❑ Blog or Post about HostMyText, Automatically credited/Commissioned with Sale
- ❑ Simply Send a Link to Initiate HostMyText for Existing Customers
- ❑ Use Our Website and Email Templates to Communicate with Your Customers
- ❑ Allow Us to Send Emails on Your Behalf

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# Challenges for Increasing Recurring Revenue

- ❑ HostMy Customer Care Provides More Time to Find New Customers
- ❑ HostMyText Solves an Almost Universal Need
- ❑ VIM, Website Widget & Permission Management Provide Differentiation in Voice/Text
- ❑ Unique Capabilities Fend off Competition
- ❑ Self Signup Significantly Lowers the Hurdle in Selling New Service

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## How to Engage

Scan the QR Code

or

Text “ENGAGE” to 865.282.4884

*We’ll Follow Up with You*

*Immediately after the*

*Ideacom Conference*

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