

Dedicated Service Enhances Product Offering

Real-time reporting details information right down to the cost of each call.



**Voice
Broadcasting**

By Wendy P. Marcisofsky

The differences between Global Connect's Automated Voice Messaging System and other vendors' systems are clear. Because contact management is the only business the company offers, this 100 percent web-based system has lots of additional features that may not be found in other applications. Results of established campaigns are available immediately through real-time reports.

Because Global Connect's market is expansive – including financial institutions, utilities, automotive and education – this product must meet a diverse range of client requirements.



GLOBAL CONNECT

With a workforce that increased eight fold in the last three years, Global Connect expanded to its new corporate office in Mays Landing, N.J., in 2004. The still-relatively-new space has seven times the space of its previous location. In addition, by adding nine strategically placed satellite sales offices throughout the United States, customers are able to get "hands-on" training or service when needed.

Features

With Global Connect platform, recorded broadcast messages may be customized. One message may be used for live pickups and another for voice mail or answering machines. Digital technology is used to record messages for delivery of crisp, clear voice messages to call groups established by inputting or importing your data.

The client upload interface offers the ability to upload hundreds of thousands of accounts in minutes with real-time reporting right down to the cost of each call. Once a call list is defined and a schedule is established, the hosted application dialer takes over. Outbound messages may be broadcast in multilingual formats. Agent talk-offs are easily recorded for quality and training purposes.

The available analytical reporting of campaign results is exceptional, and allows users to really measure the effectiveness of the defined campaigns. Measuring tools are imperative to a proper contact management program, and Global Connect has a wide variety of reports.

The focus on ease of use impacts every facet of this application. Since this is a hosted (ASP) application, there is no hardware or

software to purchase and, surprisingly, no ongoing support fees. A customer is charged only when the dialer is used. Thus, unanswered, busy, invalid or unconnected calls are **not charged**. All customer programming is done free of charge.

A visit to the company's website proved worthwhile with an easy-to-use web demo. There is even the ability to listen to recorded demos of voice broadcasting examples.

Testing the System

Global Connect offered an online web demo, a live demo and a "click to dial" demonstration on their website (by entering the user's phone number). In the click-to-dial demo, a sample broadcast message is sent to the input number.

Support

Support is offered between 5 a.m. and 1 a.m., Eastern Time, with an on-call service available between 1 a.m. and 5 a.m. There is no fee for this service.

Summary

It is a rare occasion for this reviewer to be without words! If you are considering voice broadcast for your operation, take a look at Global Connect. With the diminished start-up of a hosted solution and the robust features Global Connect offers, it is well worth the effort to look at everything that this company offers.

As a privately held company, the core business is not diluted by multiple corporate products. This focus to specialize in a particular market segment has created a reputation in which Global Connect is considered by many to be the leader in Voice-over Internet Protocol (VoIP) technology and applications. **G**

Global Connect

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