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TRANSFORM VOICEMAIL FOR BETTER COMMUNICATION: A THREE-POINT STRATEGY

Mutare Voice™

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Executive Summary

Voice message neglect is costing companies millions of dollars in lost customers and squandered marketing returns. Companies around the world are struggling to reconcile the needs of a text-centric generation of employees with those of customers who still largely turn to the phone when they have important or complex issues to discuss. This paper makes the case for a transformative approach to voicemail replacement that turns missed calls into business opportunity, relieves employees from burdensome voicemail management, and elevates customer satisfaction through superior response.

Introduction: The Decline of Voicemail

When voicemail was first introduced in the early '80s it was universally embraced as an indispensable, productivity-enhancing business tool. But with the introduction of cellular communications and the associated advancement of text-based mobile messaging, the perception of enterprise voicemail's value has declined over the years and now, for many, has tipped into active aversion. Today, up to 80% of calls go to voicemail, and of those, 50% end as a hang up from callers who feel their message will never be heard. That perception is well-founded. According to a recent RingLead report, fewer than 10% of first-time voicemails are ever returned. Clearly, today's emerging employee population sees business voicemail as a redundant, cumbersome time-waster used only by telemarketers or "people I don't want to talk to anyway." ([12 Things Everyone Thinks When They Get a Voicemail](#)).

WHAT'S REALLY HAPPENING TO YOUR MISSED CALLS

- 80% GO TO VOICEMAIL
- 50% OF CALLERS HANG UP WITHOUT LEAVING A MESSAGE
- 90% OF FIRST TIME VOICEMAIL MESSAGES ARE NEVER HEARD
- AVERAGE VOICEMAIL RESPONSE RATE: 4.8%

Efficiency of Text-Based Communication

In an article for the New York Times, "You've Got Voice Mail, but Do You Care?" author Jill Colvin references data from uReach Technologies that shows over 30 percent of voice messages linger unheard for three days or longer and that more than 20 percent of people with messages in their mailboxes "rarely even dial in" to check them.

In sharp contrast, text messages have a 98% open rate, and 90% are read within three minutes. What's more, recipients are four times more likely to respond to texts than to voice messages within minutes. The reason is obvious. Dialing in and listening to a string of voicemail messages is a cumbersome, multi-step process that often yields little of value, whereas the content and importance of a text-based message is immediately discerned at a glance. And in the business world, that translates into reduced frustration, increased responsiveness, and improved productivity for the worker.

The Impact of Robocalls

The growing intolerance for voicemail has been further exasperated by an explosion of robocalls. In fact, according to a Federal Communications Commission report, spam and robocalls will account for fully half of all calls placed in 2019. In an enterprise environment, this is not just an annoyance; it's becoming a significant source of lost revenue. A recent UC Irvine study reveals that the distraction and loss of work time associated with attending to no-value spam wastes, on average, 23 minutes of productive time per call. Apply that against the value of, for instance, a legal professional's time, and the negative impact rises to close to a $200 loss in billable time per call.

It's no wonder employees are increasingly letting calls from unknown sources go to voicemail. And that further fuels the perception of voicemail's lost value.

So how do these changing attitudes affect a company's relationship with its customers?

SPAM AND ROBOCALLS WILL ACCOUNT FOR FULLY HALF OF ALL CALLS PLACED IN 2019.

REPORT OF THE CONSUMER AND GOVERNMENTAL AFFAIRS BUREAU, FEDERAL COMMUNICATIONS COMMISSION FEBRUARY 2019

The High Cost of Ignoring Your Callers

According to Google statistics, 61% of mobile users choose to call a business when they're considering a purchase. The majority of those users report that they prefer the phone rather than other means because they are looking to get a quick answer (59%) or want to talk to a real person (57%). At the same time, today's consumer expectations for quick response is high, with 80% reporting that the speed of response to their requests has a significant

bearing on their loyalty to a given brand. These statistics are supported by a New Voice Media survey of more than 2,000 U.S. consumers that reveals 49% of respondents have switched to a competing business as a result of a customer support experience that made them feel unappreciated. "The fact remains, when there is an important matter to convey, customers are still turning to the phone, but they expect their call to be treated with the same level of urgency and respect as it was delivered. Otherwise, they will take their business elsewhere," says Roger Northrop, Chief Technology Officer at Mutare.

Underlying that point, a British Telecommunications business study involving 1,600 SME decision-makers and IT service providers revealed that 85% of callers who cannot reach a company on the first try will not call back, and that translates into lost opportunity.

In fact, the study goes on to reveal the average cost for each missed call is approximately $1,500.

If the call recipient remains "beyond contact" for more than a 24-hour period, that average loss to the company skyrockets to anywhere from $11,000 to $25,000 per call as disappointed customers take their business elsewhere, refuse to recommend the company to others, share their displeasure through social media, and undermine the value of sales and marketing efforts designed to create and sustain a loyal customer base.

AVERAGE COST OF A MISSED CALL IS $1,500 DUE TO COMPOUNDED EFFECT OF:

CUSTOMER DISATTISFACTION   LOSS OF CUSTOMER TO COMPETITOR   NEGATIVE REVIEWS ON SOCIAL MEDIA   UNDERMINED BRAND EQUITY
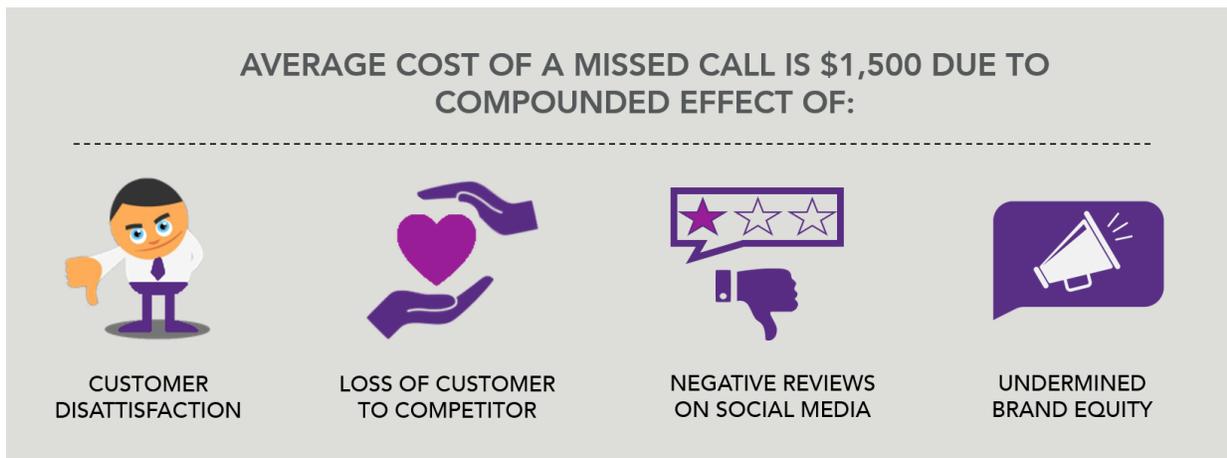
Thus, the dilemma: On the one hand is a significant population of customers and business associates who still want the convenience of a phone call to deliver their most important messages – as long as they get a quick response. On the other is a growing population of employees who are simply not retrieving voice messages in a timely manner, forcing employers to consider its elimination in the interest of cost savings and improved productivity. But is that good business?

A growing body of evidence says no – but what is the alternative?

A Paradigm Shift – Next Generation Smart Messaging

Mutare has developed a unique, disruptive technology that replaces cumbersome voicemail with a modern, digital call completion solution that supports rapid response to customer callers, a more seamless call management workflow for employees and reduced overall costs to the organization.

Meet Mutare Voice

Mutare Voice transforms missed calls into data-rich email, text, and secure message notifications that include a text transcription of the voice message along with additional details such as the caller ID, caller names, titles, email addresses and account numbers. Because there is no voice mailbox with Mutare Voice,

> MUTARE VOICE TRANSFORMS VOICE MESSAGES INTO DATA-RICH EMAIL, TEXT AND SECURE MOBILE MESSAGES THAT ENABLE RAPID RESPONSE FROM THE RECIPIENT.

users are spared the time-wasting inconveniences associated with dialing in, remembering PINs and listening to long queues of messages. Mutare Voice instantly delivers the missed caller information to employees, through their preferred methods, for quick and seamless handling. Following are some of the advanced features that further distinguish Mutare Voice from conventional voicemail platforms:

Message Appending

When integrated with the organization's CRM or Microsoft Outlook, Mutare Voice taps the stored information related to the caller ID (name, title, company, email address, account numbers, etc.), and appends that information to the message delivery, turning burdensome, low-information voice messages into data-rich, text-based smart messages that can be stored, analyzed and added to customer records.

Messages may also be identified by sentiment (negative, positive, neutral) as well as through specific keywords for reporting and analytics.

Recapture Hang-Ups

Even hang-ups are transformed into valuable notifications as Mutare Voice records the caller ID and additional data related to the caller and delivers that in a single package to the intended recipient, providing the opportunity to quickly re-engage even the most impatient caller.

Auto Attendant Functionality

Mutare Voice also boasts a unique built-in tool that enables administrators to easily create and apply auto-attendant functionality to an internal phone line, including calendar-driven activation of separate auto attendants for open and closed hours/holidays.

Administrators simply record the instructions that will be played to the caller and apply built-in actions for each keypad selection (call transfer, dial by number directory, informational pieces, etc.). Mutare Voice simplifies the process of creating and updating auto attendant prompts which gives the organization full control and flexibility when creating or revising call attendant options without added cost.

Enable Spam Control

Mutare Voice is the only call completion application that protects enterprise voice networks from the growing scourge of robocalls. Mutare Voice filters all incoming calls against an extensive and dynamic list of known spam numbers combined with enterprise-generated white and blacklists so users no longer waste time responding to disruptive spam calls.

Flexible and Adaptable

Mutare Voice implementations will vary according to the needs of each organization, but are built on a flexible menu of administrative controls that define what callers will experience and how users will manage their personal Mutare Voice settings, including:

o Choice of delivery options for Mutare Voice missed call notifications (email, SMS, IM, or secure Mutare Text address);

o Option to include message audio file attachment or secure steaming link;

o Selection of pre-recorded announcements to fit personal preferences;

o Option to record a personal announcement for caller greeting;

o Simple activation/deactivation of an Out of Office announcement through the built-in calendar tool;

o Application of Mutare Voice call completion services for personal cell phone numbers;

o Enabling call forwarding to another line (including personal numbers if allowed by the organization) when callers zero out.

MUTARE VOICE IS THE ONLY CALL COMPLETION APPLICATION THAT PROTECTS ENTERPRISE VOICE NETWORKS FROM THE GROWING SCOURGE OF ROBOCALLS.
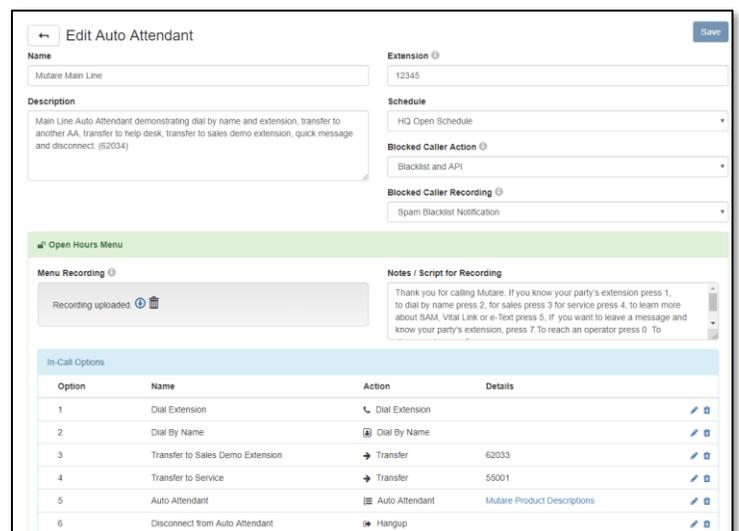
Mutare Voice

Email, Instant Message & Text Notification

Audio File Attachment →

Caller number in header →

Additional information from CRM →

Message transcription with analytics →

Clarity, sentiment indicators →

Link to stream message →

Link to add number to Block Caller/Spam list →

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37 KB

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You received a phone call from (630) 202 3000 on Tue, June 14, 4:00 PM for (847) 440-2000

Caller Info from Salesforce and Outlook

John Hamlin
jhamlin@tta.com
Mobile: (630) 202-3000
Policy # 34432

Message

Hello this is John Hamlin. I am having a problem with my claim. Please call me back at (630) 202-3000. Thank you.

Audio Clarity: 77%
Sentiment: Neutral

▶ **Listen**
Click to listen to your message.

✋ **Block Caller**
Click to block this caller and no longer receive notifications from this caller.

Mutare Voice: You received a phone call from 360 202 3000 on Tue, June 14, 4:00 PM for 847 440 2000. Salesforce: John Hamlin, jhamlin@mutare.com, 630 202 3000, Policy #34432. Hello this is John Hamlin. I am having a problem with my claim. Please call me back at 630 202 3000. Thank you. .

Mutare
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Available IM Only

Mutare Voice
You received a phone call from (630) 202-3000 on Tue, June 14, 4:00 PM for (847) 449-2000
John Hamlin
jhamlin@tta.com
Mobile: (630) 202-3000
Policy #: 34432
Hello this is John Hamlin. I am having a problem with my claim. Please call me back at (630) 202-3000. Thank you.
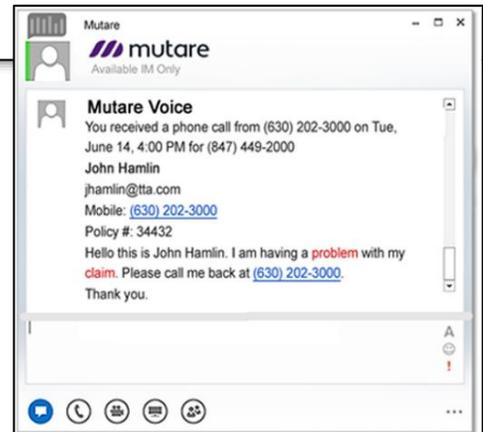
Voice Message Management in the Digital Age: Three Considerations

The Mutare Voice solution is a radical departure from traditional voicemail but one that has fully adapted to the changing needs of today's customers and workforce.

Not only does Mutare Voice replace the hassle of voicemail management for the employee, but it also replaces the bloated, management-intensive code that supports most of today's enterprise voicemail systems.

Any organization looking to replace their current legacy voicemail system with a Unified Messaging approach should make sure they are not simply replacing one obsolete technology with another. Compare your options against the following criteria:

1 Serve customers through data-rich call notifications, rapid call response

With traditional voicemail, call recipients need to take the time to dial in, listen to messages, separate out important calls, record important information and then try to reach back by phone, setting up what often results in a frustrating cycle of unanswered call-backs.

With Mutare Voice, call recipients immediately see when a call was made, by whom, and the content of the voice message, so they can quickly discern the call's level of importance and respond appropriately. In addition to message transcription, the Mutare Voice solution may add more detailed caller information to the notification drawn from the caller's CRM record, as well as caller gender and sentiment identification, thus providing a

fuller picture of the nature of the call for a better, more targeted response.

Mutare Voice can also provide callers with a zero-out call transfer option to another internal line or to the user's cellular device – a particularly welcome feature for callers anxious to speak to a live representative and mobile employees who want to maximize their availability to callers while out of the office.

2 Give employees the digital tools they need to work faster and smarter

Using the flexible Mutare Voice user interface, employees or their system administrators can easily select what kind of announcement they want their callers to hear as well as how they prefer receiving their notifications (email, IM, SMS text and/or through secure messaging via the Mutare Text application). Mutare Voice call completion has the added advantage of delivering notification of a missed call with caller ID even if the caller simply hangs up, giving the call recipient the opportunity to reach back and re-engage the caller in what otherwise might have been a missed opportunity. If employees prefer simply

receiving a missed call notification without the appended message, the system can be set to let callers know they should not leave a message but that the intended recipient will be notified of their call.

> ❝ THE EMERGENCE OF THIS NEW, SMART, DIGITAL CALL COMPLETION TECHNOLOGY IS REDEFINING HOW BUSINESSES SHOULD MANAGE VOICE MESSAGING NOW AND FOR THE FORESEEABLE FUTURE.❞
>
> RICH QUATTROCCHI, VP OF DIGITAL TRANSFORMATION
> MUTARE

In addition, Mutare Voice's advanced spam blocking capabilities significantly reduces the time, annoyance, and productivity loss caused by robocalls. Flagged numbers are simply ignored by the system or redirected to an announcement letting the caller know that no message will be taken at this time.

These features, along with the built-in zero-out option and a simple tool to activate/deactivate out of office mode, form a solution that supports maximum responsiveness, tailored to the individual employee, and with minim disruption to their normal workflow.

3 Increase revenue, decrease costs, and meet regulatory compliance through digital transformation

Mutare Voice is a simple one-time setup with no user training required. The Mutare Voice system can be

synchronized with an organization's Active Directory for automatic employee enrollment and contact updates, freeing administrators from this time-consuming chore. CRM integration also extends the value of the data stored in a company's current Customer Relationship Management system by marrying stored data to the transcribed voice message delivery, giving call recipients one-stop access to everything they need to respond to calls quickly and intelligently.

At the same time, Mutare Voice automatically saves new information contained in those messages, which enriches the organization's store of valuable customer data for more effective future customer engagement and business development. Mutare Voice can be configured to include the voice message as an attachment or as a streaming link to a secure web browser which overcomes privacy, discoverability and HIPAA compliance concerns for even the most security-sensitive organizations.

What's more, an average Mutare Voice system costs 20% less than competing, less robust unified messaging solutions

AN AVERAGE MUTARE VOICE SYSTEM COSTS 20% LESS THAN COMPETING, LESS FEATURED UNIFIED MESSAGING SOLUTONS.

Conclusion

"The emergence of this new, smart, digital call completion technology is redefining how businesses should manage voice messaging now and for the foreseeable future," said Rich Quattrocchi, Vice President, Mutare. "Before any organization commits to a new system for voice message management, they should make sure their investment is going towards a system that truly serves the changing needs of their workforce and customers while making a measurable difference to their bottom line. We see no other solution that comes even close to what Mutare Voice can deliver in terms of caller responsiveness, employee efficiency, and enterprise cost savings. It's certainly worth a call to Mutare to see for yourself."

Contact

For more information, visit www.mutare.com, call 847-496-900 or email info@mutare.com.

Download the Mutare Voice Datasheet.

About Mutare

For three decades, we've been empowering organizations to re-imagine a better way to connect with each other. Today, through our transformative digital voice and text messaging solutions, we make communications with colleagues, customers and prospects simple, secure and effective. And that means more time and less stress for your employees, a more positive experience for your customers, and improved bottom line results for your organization.

Get the Message.