



THE MARKETER'S GUIDE TO
**ELEVATING YOUR
BRAND WITH UNIFIED
COMMUNICATIONS**
Brand Management, Measurement, & ROI



VERSATURE

Business phone service. Evolved.

INTRODUCTION

Unified Communications (UC) is the key to providing a high quality, consistent, and professional user experience for every modern business. As more companies switch to cloud-based Software as a Service (SaaS), the need for integrated communications services increases.

The operational benefits of UC, SaaS, and especially hosted Unified Communications as a Service (UCaaS), have been widely accepted by companies around the globe. But wait! There are many other functional benefits to UC, including those for brand builders, marketers, and sales teams including brand visibility, lead tracking, and measuring marketing campaign investment and performance.

WHAT IS A BRAND? (HINT: IT'S MORE THAN THE OBVIOUS)

What is a brand, anyway? In the most simplified terms, a “brand” is the name given to a product or service. People immediately start thinking about colours, graphics, and fonts that are associated with a brand but experienced marketers know that the full essence of what a brand is goes well beyond those limited parameters. A brand identifies your organization’s values, defines your product or service categories, differentiates you from your competitors, and creates a unique voice that represents your company. To a buyer, a brand represents an emotional attachment (or detachment) to things like quality, service, price, and satisfaction.

DID YOU KNOW?

According to Forbes, 82% of customers conduct research online before they make a buying decision.¹

Instilling these emotions in your customers boils down to brand messaging and connecting with your community. With prospects hitting multiple channels during the research and evaluation phase and continuing to do so even when they are well into your funnel, the importance of brand voice, tone, and consistency become amplified.

¹ Forbes Corporate Communications. (2016, May 25). Customers Like to Research Online but Make Big Purchases in Stores, Says New Retailer Study. *Forbes Business*. Retrieved from <https://www.forbes.com/sites/forbespr/2016/05/25/customers-like-to-research-online-but-make-big-purchases-in-stores-says-new-retailer-study/#3d16775c244b>

YOUR BRAND, YOUR VOICE

Think of your business brand as a living, breathing entity that interacts with your prospects, customers, partners, and stakeholders - what does this entity's voice sound like? Start by considering how you wish your brand to be perceived.

EXAMPLES OF BRAND VOICES: WHERE DOES YOUR BRAND FIT IN?

- Approachable
- Avant Garde
- Controversial
- Educational
- Elegant
- Forward Thinking
- Hip
- Knowledgeable
- Rebel
- Sophisticated
- Expert
- Trustworthy
- Valuable
- Whimsical
- Wholesome
- Witty

When establishing your brand voice, don't forget to dig deep. The best place to start is by understanding who your perfect fit customers are and who your primary buyer persona is. If you haven't created buyer personas yet, now is the time to get familiar with the people or business clients you serve best

Marketers can start by gathering high level characteristics, validating them with their existing customer base, and most importantly - look to their best clients who love doing ongoing business with them. Persona work is imperative for any marketer to target and connect with their ideal buyer.

EXAMPLE BUYER PERSONA

Amazeballs, Inc.

TARGET COMPANY
Amazeballs, Inc.

- 50 employees
- 5 Remote Workers across Canada
- Vancouver, Toronto, & Montreal offices
- Rapidly transitioning to cloud solutions
- Switching from a costly on-premise PBX
- Small IT team
- Decision makers are IT management, CTO, & CFO
- Must-have features: reliability, high quality hardware & sound quality, DR plan, support for mobile workers, CDN-based data centres
- Revenue: 10 million in 2017



KEY DECISION MAKER
Finn Skewers
CTO, Amazeballs, Inc.

"I want a business phone system that can scale to meet our internal and external demands from a stable company with a reliable network, support system, and Canadian-based infrastructure."

- 10 years of experience working in development & IT
- 35 years old
- Bachelor of Computer Engineering degree
- Active in the Canadian technology scene
- Forward thinking, cloud technology advocate
- Controls IT Budget

When establishing your high-level buyer personas, focus on your top 2 or 3 decision makers and then go deeper and answer these questions about your ideal customer:

- What is their role, title, and level of influence in purchasing?
- What are their motivations for making a buying decision? (Aka buying signals).
- What objections could they have and how do you respond? (Objection handling)
- What is their level of responsibility and where do they sit in the organizational structure?
- Where do they go to find information? (Websites, events, etc.)
- What problems do they have and how does your product/offering solve them?
- What does a day in their life look like and how does your product/offering fit in?
- What content topics map to this persona's interests?

Now that you know who your perfect fit customers are, talk to them to validate (or invalidate) your assumptions about what they are looking for in a product, service, and company. You can then start to create your brand voice in a tone and in messaging across multiple communication platforms that reach your perfect fit customers.

Still not sure who your ideal customer is? Considering a new market or a pivot? The best way to overcome this obstacle is to get out of the building! Go and talk to as many people, companies, and potential buyers as possible to identify their problems, pain points, wants, price sensitivities, and requirements so your company can position your offerings in a way that addresses their needs.

SCALING YOUR BRAND UP & OUT

Your brand extends well beyond what people see to what people feel, hear, and even smell. In fact, your brand extends to your customers, partners, prospects, and your employees - all of the people who represent your brand. Everyone who talks about your company or products is by definition an extension of your brand.

Rather than letting your extended brand grow into an unmanageable beast, take control. Establish your key pillars for a strong foundation on which you can build your brand. Stand for something, share your values, and give the people who speak on your behalf the tools and resources they need to spread your message. Start to work with your advocacy network of customers, partners, and employees who can speak in your brand voice, share a consistent message, and attract your perfect fit customer.

EXPAND & MANAGE YOUR CIRCLE OF INFLUENCE



INCREASING YOUR REACH WITH BRAND ADVOCATES

One of the most credible ways to connect with your ideal customer is through referrals and advocates. People simply trust their peers to recommend the right products and services to them. Brand advocates are not to be confused with influencers, however. Influencers provide access to their audience, and in most cases, serious compensation changes hands to get to that audience. Brand advocacy is a practice that leverages legitimate customers who share an authentic experience with the product or offering, use cases, and speak on behalf of a brand they believe in.

DID YOU KNOW?

The healthcare industry puts in the most minutes of talk time on the Versature VoIP network, followed by the finance, insurance, education, and technology industries. It's important to understand the best communication channels for reaching your target buyer!

Determine who the best brand advocates are by identifying customers who are interested in doing case studies, providing quotes, and giving positive reviews and referrals. What tools can you provide as a marketer to empower them to be the best brand advocates possible? Provide social shareables they could use, swag they could wear, referral links, and dedicated referral phone numbers to inquire or order products they can share. Keep your advocates engaged by giving them access to exclusive activities like customer advisory groups, conference speaking opportunities, or co-marketing activities, and engagement in community forums.

MEASURING BRAND EQUITY

You know how to build a brand and how a brand is carried beyond the walls of the office, but why is having a strong brand important? Brand strength is built through multiple buyer touchpoints. As awareness of your products and services continues to grow, so too do those of your competitors. Your organization must deliver consistent brand messages reliably and with integrity across many customer experiences to elevate your status as the preferred brand in your category. Your positive brand image will drive customer loyalty, advocacy, long-term and repeat customers, as well as decrease customer churn.

Brand Strength, also known as Brand Equity, takes into consideration many facets including, but not limited to:

- Awareness
- Differentiation
- Sentiment
- Loyalty
- Accessibility
- Value
- Popularity
- Relevance

It can be measured in a number of ways, including:

- Net Promoter Score
- Market Share
- Profitability
- Growth
- Revenue
- ROI
- Referrals
- Renewals

As marketers, we should always be measuring our efforts, compiling metrics, and analyzing our results so we can determine where to increase or decrease investments and even where you can experiment. The role of a good marketer doesn't end when a lead is generated, or the deal is closed. It extends throughout the customer life cycle from demand generation right through to repeat business.

LEVERAGE UC TO ELEVATE YOUR BRAND

By now it should be pretty obvious that there's more to a brand than colours, fonts, and logos. Your brand is the face and voice of your company to the outside world. So how can Unified Communications help elevate your brand and amplify your brand voice?

WHAT IS UC?

Unified Communications (UC) are the products, equipment, software, and services that facilitate the integrated use of multiple business communications methods. UC services combine communication channels, networks, and systems, as well as IT applications such as business phone systems and various applications and devices.

POPULAR COMPONENTS OF UNIFIED COMMUNICATIONS



TELEPHONY



PRESENCE AWARENESS



VIDEO CONFERENCING



FAX-TO-EMAIL



MOBILE



VOICEMAIL-TO-EMAIL



WEB BROWSER
CLICK-TO-DIAL



SAAS INTEGRATIONS

WHERE DOES YOUR ORGANIZATION STAND?

56% of enterprise and 66% of SMB organizations plan to implement or upgrade UC solutions within the next year.²

UC offers many benefits to organizations of all shapes and sizes including flexibility and scalability, increased accessibility of core business platforms, cost-effectiveness, per-seat pricing, eliminating travel time for meetings, and removing the limitations of teams and team members in multiple locations. Unified Communications also improves callers' perceptions of your business by providing a professional first impression, maintaining a consistent user experience across multiple touchpoints and multiple locations, providing an easy way to navigate and route calls to the right department or person, and enabling managers to combine call data with operational systems to gain additional business insights.

{ THE WAY PEOPLE DO BUSINESS HAS CHANGED... FOR GOOD. }

Unified Communications is integral to business operations as office dynamics continue to shift. Flexible hours, freedom to work from anywhere at any time, and a workforce that's more connected and integrated with a multitude of operational systems and services than ever require communications that can keep up.

Canadian businesses have the unique advantage of being more advanced than businesses in most other countries in terms of core unified communications infrastructure such as IP telephony, instant messaging, and web/audio-conferencing capabilities.³

DID YOU KNOW?

Calls made using the Versature click-to-dial app steadily increased throughout 2016 with tens of thousands of calls being made using the app each month by December? Clients love the added convenience and unified approach to communications that this extension offers! Does your provider offer features like click-to-dial?

² IDG Enterprise. (2015, June 16). Unified Communications & Collaboration Study 2015. IDG Enterprise. Retrieved from <https://www.idgenterprise.com/resource/research/2015-unified-communications-collaboration-study/>

³ Dimension Data. (n.d.). The Future of Unified Communications & Collaboration Canada. Dimension Data. Retrieved from <https://www.dimensiondata.com/ja-jp/Solutions/UCC/pdfs/The%20Future%20of%20Unified%20Communications%20and%20Collaboration%20Canada%20Report.pdf>

WHY SHOULD MARKETERS CARE?

Marketers need to continually feed the top of the funnel and maintain positive brand awareness. What kind of impression are your current marketing campaigns, advertisements, and communications are making once the leads you have generated enter your funnel?

- Can prospects connect with you when the desire for your product is top of mind?
- Do callers need a map and compass to navigate your Automated Attendant?
- Are inbound leads being improperly routed, lost forever, or unable to be measured?
- Are prospects getting a busy signal? Experiencing long call wait times? Dropping off?
- Are prospects able to contact you without incurring long distance fees?
- What CTA triggered a phone call from a potential customer?

USER EXPERIENCES ARE NOT JUST ONLINE. A POSITIVE CALLER EXPERIENCE IS KEY TO GETTING & KEEPING CUSTOMERS.

UC solutions help marketers give the best first impression and make a positive impact on the business front lines. This means ensuring no leads get left behind and your brand message and value is conveyed effectively along all touchpoints once a lead enters your funnel. UC solutions provide powerful tracking and analytics resources for lead attribution and campaign analysis to measure the impact of providing easy access to product experts and a positive caller experience.

CREATE A CONSISTENT BRAND VOICE ACROSS MULTIPLE CHANNELS

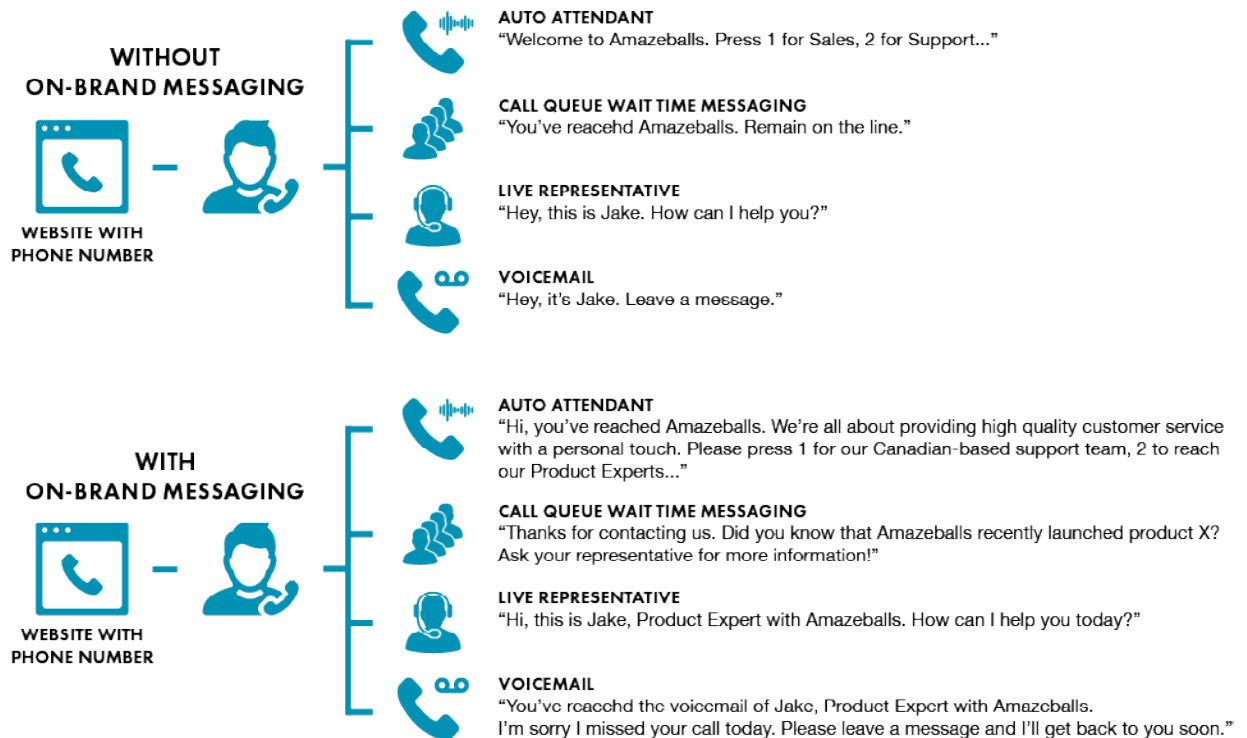
There is no “one size fits all” brand voice and your Unified Communications should reflect that. UC solutions help your marketing team manage a consistent brand voice across various communication channels reflecting value propositions and key differentiators at every customer touchpoint. Marketers must ensure the best possible user experience across all channels and use the resources available to them to build positive brand impressions, helping to fill the top of the funnel with those perfect fit customers.

DID YOU KNOW?

Value and experience continue to be more important to buyers than price.⁴

Take control of your messaging and amplify your brand voice with UC solutions. Whether it is automated systems like a digital receptionist, email follow-ups, or live agents using tools like phone, mobile, computer softphone, email, and IM, Unified Communications help your business maintain a consistent brand voice across multiple communication channels by implementing marketing generated messaging and a high-quality caller experience.

THE POSITIVE IMPACT OF BRAND CONSISTENCY ACROSS CHANNELS



⁴ Hyken, S. (2017, January 7). Ten Customer Service And Customer Experience Trends For 2017. *Forbes Business*. Retrieved from <https://www.forbes.com/sites/shephyken/2017/01/07/10-customer-service-and-customer-experience-cx-trends-for-2017/#3870321d75e5>

In the previous diagram, two different approaches to brand messaging are presented. The first depicts a typical scenario in which an inbound lead interacts with a business and experiences very different brand voices and messages. This lead is not left with the most favourable impression of the brand and may result in them taking their business elsewhere. In the second scenario, the same inbound lead experiences consistent, marketing-generated messaging and value-add content is provided in every UC channel. They have a more positive and consistent user experience and are left knowing more about the company, products, or services which gives them more confidence when making a buying decision and in the company in general.

INBOUND & OUTBOUND LEAD GENERATION

Unified Communications give businesses the ability to create an excellent first impression, lead with value, and provide a high-quality voice experience that represents their brand. Outbound lead generation, where this may be a prospect's first touchpoint with your brand, can be improved through UC in many ways.

MARKETING + UC FOR OUTBOUND LEAD GENERATION



BRANDED CALLER ID FOR BRAND AWARENESS & IMPROVED ANSWER RATES



DETAILED CALL ANALYTICS FOR MEASURING TEAM PERFORMANCE



CRM INTEGRATIONS TO IMPROVE DATA QUALITY & ACTIVITY LOGGING



WEB-BASED CLICK-TO-DIAL FOR A STREAMLINED CALL PROCESS



MARKETING-GENERATED INTRO CONTENT



CALL RECORDINGS FOR ACCOUNTABILITY, TRAINING, ANALYSIS, & COACHING



EMAIL & TELEPHONE INTEGRATIONS



LOCAL PHONE NUMBERS FOR REGIONAL PRESENCE

Each of these UC features helps streamline outbound lead generation processes to ensure representatives reach more target buyers, can efficiently track activity with those prospects, and eliminates human error when it comes to messaging and logging call details. Call volume and call handling statistics identified in detailed call analytics can also uncover efficiencies or deficiencies in your team's outbound efforts enabling you to tune your processes or coach employees.

DID YOU KNOW?

Over 20% of business calls on the Versature network take place on Tuesdays. With more people making & taking calls on this day than any other, Tuesday may be the best day to schedule the bulk of your team's outbound lead generation efforts. Drill down into your own call data for stats just like this with detailed call analytics from Versature!

Inbound lead generation effectiveness increases with the power of Unified Communications. Inbound leads are typically prospects who are at a different stage in the buying cycle than outbound leads and therefore require a little extra TLC and immediate attention. Use UC to ensure your red-hot inbound leads are given the personalized experience they deserve, form favourable impressions of your brand, and develop meaningful relationships.

MARKETING + UC FOR INBOUND LEAD MANAGEMENT



**CALL & EMAIL QUEUES
FOR INBOUND LEAD
MANAGEMENT**



**CAMPAIGN-BASED CALLER
ID FOR PERSONALIZED
LEAD HANDLING**



**CRM INTEGRATIONS
FOR ACCURATE DATA
COLLECTION**



**CUSTOM ON-HOLD
MUSIC OR PROMOTIONAL
MESSAGING**



**INTEGRATED
COLLABORATION TOOLS
FOR ENHANCED INBOUND
LEAD HANDLING**



**DESKTOP & MOBILE
CLIENTS FOR ON-DEMAND
CONNECTIVITY**



**PROFESSIONALLY-
RECORDED AUTO
ATTENDANT GREETINGS**



**CALL RECORDINGS
FOR ACCOUNTABILITY,
TRAINING, ANALYSIS,
& COACHING**

Unified Communications have the added benefit over non-UC solutions to provide in-depth and integrated analytics on lead generation efforts for attribution and tracking ROI.

ROI & BEYOND: MEASUREMENT & ATTRIBUTION

A unified approach to communications gives your business a more holistic and data-driven view of demand generation and tracking. The alternative is to have frontline workers using multiple disconnected and unintegrated mediums, messaging, and tone to communicate with your prospects or customers which in turn provides a poor experience. Unified Communications combines customer touch points in an organized manner for testing, tracking, campaign attribution, and most importantly, a stellar user experience.

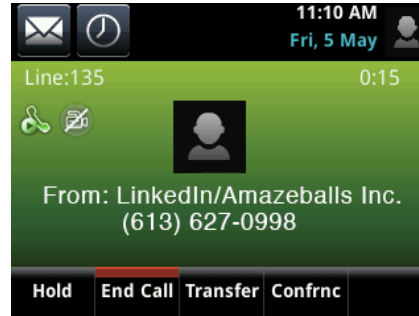
DID YOU KNOW?

According to Econsultancy, multi-channel customers spend three to four times more money than those who interact on a single channel.⁵

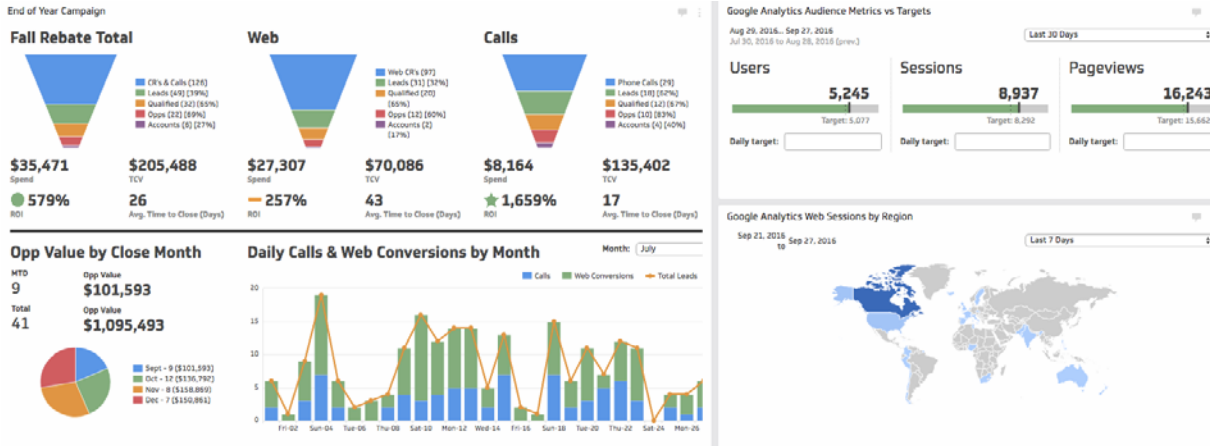
⁵ Bedgood, L. (2015, December 2). Did You Know Multi-Channel Customers Spend 3-4 Times More? Here's 6 Ways to Get on Board!. *Business2Community*. Retrieved from <http://www.business2community.com/marketing/know-multi-channel-customers-spend-3-4-times-heres-6-ways-get-board-01390156#ZSHldP6mimyWbKkP.97>

With services like Google Analytics' "Campaign URL Builder", marketing automation tools like Pardot and Marketo, and CRM solutions tracking digital conversions, lead tracking and attribution is becoming easier than ever before. But what happens when a prospect converts offline, over the phone? Is all of that valuable tracking data lost? Using unique, dedicated campaign phone numbers coupled with descriptive caller ID tags and vanity phone numbers for easy brand recognition can help solve this attribution problem for inbound lead management. Sales representatives handling inbound phone leads know where the caller is calling from (geographically and by campaign source) for proper attribution and tracking right from the first touchpoint onward. As a bonus, sales has a digital 'heads up' as to what campaign or call to action prompted the phone call so they can personalize the discussion.

SCREENSHOT OF AN INCOMING CALL WITH CAMPAIGN IDENTIFIER PRECEDING THE CALLER ID



MARKETING DASHBOARD & DATA VISUALIZATIONS



Unified Communications integrations with leading CRM platforms like Salesforce ensure your business accurately captures each and every customer touchpoint from marketing efforts through to ongoing customer success initiatives.

Data visualization and dashboard tools give marketing and executive team members a single view of the truth when it comes to lead generation, pipeline activity, and company health. UC solutions now have the ability to connect directly into these various reporting tools through system integrations and open application program interfaces (APIs). Live and historical UC data can lead to smarter, more informed decision making for marketers everywhere.

MAXIMIZING MARKETING ROI

An investment in Unified Communications has many benefits to business operations and the bottom line, but there are still further gains to be had. Marketers can elevate their brand, capitalize on being top of mind, focus on data-driven strategies, and provide a stellar prospect to customer experience. If your business is still using complex, disjointed legacy communications infrastructure, unified cloud communications services are worth considering to reduce maintenance costs and increase flexibility and operational efficiency. Look for UC vendors who offer more than just a dial tone and provide a service that will enable your users to be more productive, integrate with other operational systems, offer reliable mobile options, and provide a superior voice experience

HERE'S THE PLAN

UC is an easy win for all departments in your organization.

Easy next steps include phone system tweaks like professionally recorded automated attendant greetings that convey your brand values and latest offers, standardized voicemail scripts that use your brand voice to speak to each caller, and standardized call and email cadences that maintain brand consistency, provide a personalized experience, and lead nurturing.

Marketers are constantly on the move, whether it be heading to a meeting with a supplier or technology vendor or on the road to local and international events. Using a mobile app to make and take calls as if you were right in the office is key to optimizing your time and providing a positive caller experience. From your mobile app you can dial internal extensions, local, and long distance phone numbers as if you were using your desk phone. Plus, you don't have to give out your private number!

Long term goals for your business should include a complete Unified Communications solution evaluation, considering factors like integrations with your integral business platforms, system customizations to match the unique needs of your business, ease of roll out and cut over plan, and all opportunities to elevate your brand.

HOW VERSATURE CAN HELP

Versature is disrupting the Canadian Unified Communications industry with cloud-based UCaaS solutions. Trusted by clients and partners across the country, Versature is an award winning company that is raising the bar with superior, cost-effective technology, and Canadian-based support. Founded in 2003, Versature has a rapidly growing business VoIP subscriber base and a strong partner network from coast to coast.

The Versature team is stacked with branding and Unified Communications experts. Work one on one with our team members to see how we're using UC to elevate the Versature brand and how this technology is applicable to your business with a 15 minute jumpstart conversation.

BOOK YOUR JUMPSTART TODAY!
CALL US AT 888-976-4464
OR VISIT US ONLINE AT WWW.VERSATURE.COM!

SOCIAL CALLER ID BY VERSATURE

Know more than just the name and phone number of your caller with Versature Social Caller ID. Get social business intelligence and background about the caller from Twitter, Facebook, Google maps, and more in a single UI that pops into the corner of your computer screen as calls come in.

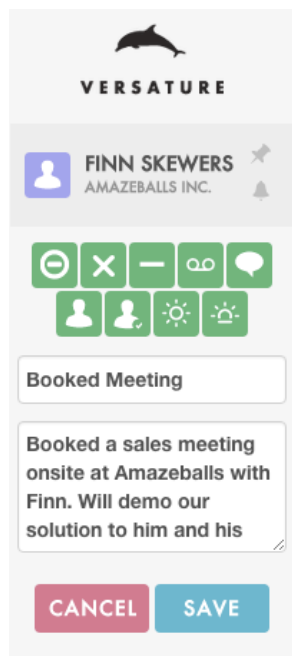
Social Caller ID extension users gain additional insight on callers, including:

- Branding - Graphic displays for immediate brand recognition
- Social Links - Click to view caller's social media accounts
- Social Activity - View caller's latest social activity
- Location Awareness - View caller's location on Google Maps

Social Caller ID from Versature provides detailed information about your caller, enabling users to be more prepared for conversations than when using traditional small on-phone Caller ID displays.

The screenshot displays the Versature Social Caller ID interface. At the top, it says "POWERED BY: VERSATURE". The main section features a profile for Paul Emond, a Serial Entrepreneur, Small Business Enthusiast, Senators Hockey Fan, Power Boater, Married to @Ivarene, Marcoux, CEO of @versature, providing hosted PBX to SMBs. To the right is a Google Maps location pin. Below the profile are four social activity snippets: a tweet from RT @Versature about a fundraiser for Sandra Schriener Foundation, a Facebook post about a telethon for the Scotties Tournament of Hearts, a tweet from RT @Versature about a setup day for #STOH2016, and a Facebook post about a lucky girl named Miss Daisy.

SALESFORCE



The Versature Salesforce CRM Connector unleashes the next generation of unified business communications allowing users to easily engage with customers, quickly capture information and qualify leads, and efficiently log client case details. The app enables Versature clients to place outbound calls, receive inbound calls, and automatically log all call activity from within the Salesforce interface.



- Stay informed - Always know the status of a deal
- Save time - Inbound/outbound call auto-populates in the UI
- Track - Call data updates Salesforce activities
- Measure - Call stats help measure sales/support performance
- Customize - Create call activities specific to your business

It's easy for marketing and sales teams to get distracted as they jump from one call to the next. With Versature's Salesforce integration, your team can quickly and easily update Salesforce records in just a couple of clicks.

SLACK

The Versature Connector for Slack enables customers to monitor incoming calls to queues and extensions in real-time using Slack channels. Using Slack, Versature customers can collaborate, share files, and set up notifications all in one place.



Slack is the de facto tool for monitoring, notifications, alerts, sharing files and collaborating with team members. Add Versature to the mix of your Slack activities and combine the power of customer communications via incoming calls and collaboration with your team.

- Real-time Monitoring - View incoming call data on your Slack channel
- Notifications - Get notified when specific accounts call in
- Collaborate - Tag team members to collaborate on call handling
- Share - Easily share call details with team members
- Search - Search for a specific name or number to find historical data

KLIPFOLIO

The Versature Connector for Klipfolio enables customers to create high impact dashboards using call data combined with operational system data from a variety of sources including CRMs, web analytics platforms like Google analytics, marketing automation solutions, finance applications, project management & more.



The Versature Klipfolio Connector will enable subscribers to gain additional visibility from dashboards into:

- Call Volume - View call volumes by queue
- Calls Waiting - Adjust staffing levels based on how many calls waiting
- Current Wait Time - Adjust staffing levels based on customer wait time
- Agent Availability - See which agents are available, busy, and logged out

The power of mashing up call data with operational data gives companies immediate insight into call metrics associated with campaigns, PR, new product releases, web traffic, and ROI in a single view for managers, team members, and executives to monitor and take action if required.

IMPROVE ATTRIBUTION FOR DIGITAL & OFFLINE CAMPAIGNS

Versature is a customer-centric organization dedicated to providing the highest quality cloud-based business phone solutions. The Marketing Package, an add-on to existing Versature plans, is designed for high performing, data-driven marketing teams to improve the accuracy of lead attribution across digital and offline campaigns.

INCREASE CONVERSIONS - NO LEADS LEFT BEHIND



ANALYTICS & DASHBOARDS



AUTO ATTENDANT



**CALL QUEUES
/RING GROUPS**



UNIFIED COMMUNICATIONS

FEATURES

UNIQUE CAMPAIGN PHONE NUMBERS

UNIQUE PHONE NUMBERS

Gain regional presence and accurate campaign attribution on phone conversions with unique campaign phone numbers.

CAMPAIGN ID

Create descriptive Campaign Caller ID labels identifying the source campaign of the caller for more informed inbound call management and accurate campaign attribution.

CUSTOM BRANDING OPTIONS

CUSTOM CALLER ID

Customize outbound caller ID information for brand recognition or local presence.

CUSTOM ON-HOLD MESSAGING

Describe current offers or promotions while callers wait to speak with a live representative.

CUSTOM ON-HOLD MUSIC

Delight your callers with custom music that represents your brand.

PROFESSIONAL VOICE RECORDING

Professional voice recording services for use in Auto Attendant greetings or on-hold promotional messaging, \$15/message.

VANITY PHONE NUMBERS

Local and toll-free vanity phone numbers, as available.

CUSTOM LOGO ON PHONE SCREENS

For brand presence and awareness.

INTEGRATE WITH YOUR EXISTING APPS



SOCIAL CALLER ID



OPEN API



GET STARTED WITH VERSATURE TODAY!
MAKE DATA-DRIVEN MARKETING A PRIORITY, CONTACT US TO LEARN HOW WE CAN HELP.
888 • 976 • 4464

THE ULTIMATE MARKETER'S UC CHECKLIST

USE THIS DEFINITIVE CHECKLIST AS A BASELINE TO ACHIEVING COMPLETE BRAND CONSISTENCY ACROSS YOUR ORGANIZATION.

INBOUND

- Auto attendant for efficient call routing and a seamless user experience
- Professionally recorded auto attendant greeting
- Standardized voicemail scripts for staff
- Voicemail-to-email + voicemail transcription for easy message forwarding
- Organized and efficient call queues for marketing, sales development, and account executive teams
- Advanced Caller ID on inbound leads for more informed call handling
- Custom on-hold phone messaging
- Dedicated campaign phone numbers for accurate lead attribution
- Toll-free phone number(s) for nationwide accessibility
- Local phone number(s) for local presence
- Vanity phone number(s), eg: 1-800-CALL-NOW
- Inbound call handling flows and procedures
- Call recording for training and quality assurance
- CRM Integration
- Dashboards and data mashup capabilities
- Integrated collaboration tools, such as Slack
- Desktop and mobile call clients
- HD Voice technology for a great user experience

OUTBOUND

- Branded organizational Caller ID
- Local outbound phone number(s) for regional presence
- Unlimited Canada/US calling
- Competitive international rates
- Custom on-hold phone messaging
- Web based click-to-dial
- Call recording for training and quality assurance
- CRM Integration
- Dashboards and data mashup capabilities
- Integrated collaboration tools, such as Slack
- Desktop and mobile call clients
- HD Voice technology for a great user experience
- Noise cancelling headphones for clear conversations in busy environments
- Call queue reporting and analytics to monitor and manage call center performance
- Call recording for quality control and coaching
- Seamless handoffs with blind and attended call transfers
- In-office presence for remote workers
- Intelligent device-to-device transfers

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A FEW GAPS IN
YOUR CHECKLIST?**

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