

“IVR Advertising Response System”

Use Response Line to Generate Sales Leads for your Business

System Features

- ❑ This System was developed in response to a need by Advertisers who want to place advertisements in magazines, where the readers are encouraged to call in and listen to audio pertaining to particular products – such as ‘Real-estate’ for example.
- ❑ The system enables multiple Product Codes to be associated with a specific dial-in number. To create an advertisement, the dial-in number is displayed together with single or multiple Product Codes.
- ❑ The caller can either simply listen to the message associated with each Product Code, or they can be request to be transferred to a pre-specified telephone number where they can leave a message, or speak to a live person.
- ❑ Generally, a free phone 0800 number is used in the advertisement.
- ❑ Call IVR Structure:
 - When answered the system plays a welcome message and then waits 15 seconds for any key presses, otherwise it hangs up. This timeout is configurable via the web interface.
 - The systems plays a message in response to a 4 digit number starting at a pre-set level (e.g. 4000) and then going sequentially up from there.
 - At the end of the message the system hangs up the caller after a 4 seconds delay if they have not pressed another key.
 - If the wrong Code is entered the caller is prompted with a message
 - If the caller presses ‘0’ to be transferred they hear a message telling them they are being transferred.
 - If the transfer number is busy, the caller will hear a busy tone and then hung up after 5 seconds.
 - When a call is passed to a live person, the live person hears a ‘bip’ to warn them they are receiving a Response Line call.
 - At the end of the call the call information is emailed to a pre-registered email address.
- ❑ All calls are logged by the system, and the Caller ID is immediately emailed to the Advertiser so they can chose to call the Caller. Also in this email are all the Product Codes that the caller entered.

ResponseLine call summary

Company:	Acme Advertising
Number called:	08000144143
Codes entered:	4001, 4002
Caller's number:	01923286501
Date and time of call:	22:02:07 on Mon 10 April 2006
Total duration of call:	10m 19s
Transfer requested to representative on:	01923286401
Duration of call before transfer request:	3m 35s
Duration from request until answer:	23s
Duration talking to representative:	6m 21s

Powered by equipment from [Miton Systems Ltd](#)

Response Line Emailed Call Record

- ❑ The IVR menu system is fully configurable by an Administrator via the telephone using an administration telephone access number and PIN. Product Codes and associated Messages can be recorded via the telephone handset.
- ❑ When in administration dial-in mode, when expecting a Code, the user can enter # to get a list of currently programmed Codes, and * to act on the last-played or currently-playing announcement. All other options are self-explanatory and are explained in the prompts giving the administrator the ability to add new, or re-record a message.
- ❑ A User Name and Password protected Web interface is also provided for viewing reports and statistics.
- ❑ The system can be provided as Customer Premises Equipment, or as a service where costs are on a set-up and per call basis. (see below)
- ❑ The system also logs all changes to the Advertisement codes for future Audit Trail.
- ❑ It is possible for the system to prompt the caller to leave a message, which can then be emailed to the Advertiser, or the Advertiser can simple have the call redirected to their own answer machine.

Service Pricing

Base Service	One-Time Setup Fee	Monthly Service Fee	Usage Charges
ResponseLine Standard (1 User – 1 Product Code)	£99	£30	£0.22 per minute
ResponseLine Corporate (5 Users – 1 Product Code per User)	£495	£100	£0.22 per minute
Additional Product Code (User)	£50	£5	£0.22 per minute

Note:

1. All incoming and outgoing call charges to the system are at cost + 10%
2. All prices exclude VAT
3. The £0.22 per minute rate is available to customers with accounts setup in credit. Higher rates may apply to accounts paying on account. This is subject to discount based on volume usage.

All per-minute rates apply to domestic UK only. These are based on one-second increments with a 12-second minimum. Calls to or from other non-domestic locations are subject to higher rates.

Demo Site:

Miton can provide you access to our on-line demonstration. Please email sales@miton.co.uk and request a ResponseLine demo.

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