



HighRoad Solution's

# Mobile & Voice Messaging



## Mobile & Voice Messaging: fast, affordable delivery.

**Work smarter, not harder.** Enjoy the simplicity of automated marketing and interactive messages outreach integrated with your CRM/AMS. Rely upon HighRoad's **Member Communications** solutions.

### What clients are saying about HighRoad:

*"HighRoad has helped us learn the tool well enough to troubleshoot simple to complex business challenges. When we are not able to solve the riddle, HighRoad support will get to the bottom of it quickly and efficiently."*

Jenny Lassi  
Account Executive, Interactive Marketing  
Infinity Direct

### WHY 'TAKE THE HIGHROAD?'

Not only does HighRoad provide the best messaging solution in the association marketplace, we back it up – with free, unlimited tech support and training. In addition, our expert account managers, trainers and developers can educate your staff about emerging technologies and how to use messaging to increase member loyalty. Rely on our best practices guidance!



### 24/7 WEB-BASED MOBILE MESSAGING

- ▶ **Carrier-grade Delivery.** Our infrastructure meets the highest speed, security, scalability and reliability standards, while you focus on developing effective mobile content.
- ▶ **Campaign Management.** Mobile marketing made easy: segment lists, collect user demographics, analyze behavioral data, and automate responses based on keywords or subscriber actions.
- ▶ **Member Communications.** Use HighRoad's Mobile Messaging for member alerts, grassroots advocacy, congressional alerts, polling and promotional contests.
- ▶ **Interactive Mobile Web Program.** Distribute and securely track redeemed mobile coupons, prizes and giveaways. Integrates with e-marketing solutions.

### SECURE, SCALABLE VOICE MESSAGING

- ▶ **Audio Campaigns.** Deliver messages to 100s of phone numbers at once. Manages delivery, responses, transfers, polling and call-routing based on campaign specifications.
- ▶ **Opt-in / Opt-Out.** Design call campaigns to ask users' permission to play voice messages. Real-time reporting includes list of those who opted-in / out.
- ▶ **Do-not-call List Management.** To opt out of future campaigns, recipients may add themselves to your do-not-call (DNC) list by pressing a key during the call.
- ▶ **Duplicates Removal.** Automatically identifies and skips duplicate phone numbers, saving you money and recipients from being called multiple times.