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VAROLII Outreach Newsletter

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Upcoming Events

[ACCE Conference & Expo: Oct. 5-9, 2009](#)

Location: Las Vegas
Industry: Customer Management/Call Center
Booth: 200

[EMACS: Oct. 12-14, 2009](#)

Location: Atlanta
Industry: Utilities
Booth: 200

[FSCC: Oct. 18-20, 2009](#)

Location: Las Vegas
Industry: Financial Services/Collections
Gold Sponsor

[BAI Retail Delivery: Nov. 3-5, 2009](#)

Location: Boston
Industry: Financial Services
Booth: 731

[Interaction '10: Mar. 22-24, 2010](#)

Location: Scottsdale, AZ

The Psychology of Successful Automated Communications: Proven Message Strategies that Keep Customers Engaged

By Kael Kelly, Senior Director of Marketing

I've heard this question a hundred times: How do you get people to pay attention to your message with all the advertisements, robocalls and SPAM they receive every day? It's a huge issue and something I personally care about a lot. Not just because I work at Varolii, but because-like you-my job entails making sure my company's message gets heard.



The truth is, neither you nor I can bombard recipients with pre-recorded calls, emails or text messages and hope they take the time to listen and read. There's a true science behind what Varolii does. While you may not be totally versed in how each subtle shift in message impacts your results, we're acutely aware of it because we've spent years perfecting the psychology behind the proactive communications we send out on your behalf.

So, what's actually in the Varolii secret sauce? Read on to learn some of the secrets we've learned that help you connect with your customers and keep them engaged.

→ [Read the complete article >>](#)

Best Selling Author and Persuasion Pioneer Explains The Science Behind Getting Your Customers (Or Just About Anyone) to Act

Ever wonder how some people just have a knack for convincing others to do as they ask? Does it take more than charm and charisma to get someone to buy a new product and remain a devoted customer? In the *Harvard Business Review*, best-selling author Robert Cialdini, PhD, outlines the six principles of persuasion that will compel someone to do as you ask - the same principles that help Varolii Media Services perfect the messages that get sent to your customers. Read Cialdini's article to learn more about these fascinating principles and check out the [Influence at Work Website](#) to get additional information.

→ ["Harnessing the Science of Persuasion" by Robert Cialdini, PhD](#)

Learn More

Missed a recent Webinar?
Interested in how other companies are using Varolii? Want to learn how QualxServ reduced response times and improved customer satisfaction?

[Visit the Varolii Resource Center](#)

Varolii in the News

"Southwest Upgrades Customer Service," *CIO Insight*
August 31, 2009

"Varolii Improves Communication Results with New Unified Platform," *TMCnet*
August 28, 2009

"Get Going with Hosting," *CIO Today*
August 10, 2009

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The New Varolii Interact Platform: Why It Matters and How to Get It

Last month, Varolii hosted a free Webinar for all of our customers to provide information on how to migrate to the new platform and reap the benefits of more personalized communications. During the Webinar, Senior Director of Product Management Kate McArdle, dived into the various features, capabilities and best practices that make up this new platform and explained why they are important to businesses like yours. Specific topics included:

- The capabilities in the Platform and how to use them to actually decrease the number of messages you send and get better results
- How to assess your organization's readiness to migrate to the new platform
- The steps Varolii will take to guide you through a successful migration

If you missed the Webinar, you can still access it.

- [Click here to view the Varolii Interact Platform Migration Webinar](#)

Varolii ID In Active Deployment and Delivering Results

It's official! Varolii customers are now actively migrating to the new Unified Interact Platform with Varolii ID to communicate less and get better results. Companies already using Varolii ID technology are reaching the **correct recipients up to 64 percent more often**, improving customer **response rates by up to 60 percent**, and **reducing costs by sending fewer messages** over less expensive communication channels.

To read more about these deployment results, check out the announcement:

- [Varolii's Mass Personalization Technology Already Delivering Results](#)

Insider Access: Upcoming Educational Opportunities

Varolii continually offers free Webinars every month to provide our customers detailed insight on industry trends, as well as the products and services that can help your business more effectively communicate with your customers. Register today for the following webinar:

- **Tuesday, 10/13**
[Disease Management for Tomorrow: Broader Reach, Better ROI](#)

For more information about Varolii, please visit us at www.varolii.com

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