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VAROLII Outreach Newsletter

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JUNE 2010

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Upcoming Events

[CIO Finance Summit, Aug 29 - Sept 1, 2010](#)

Location: Scottsdale, AZ

Learn More

Missed a recent Webinar?
Interested in how other
companies are using Varolii?

[Visit the Varolii Resource Center](#)

Varolii in the News

["Southwest Airlines Taps SMS to Streamline Customer Service,"](#)
Mobile Marketer
May 6, 2010

["Extending Your Reach,"](#) *Mortgage Technology Magazine*
April 2010

["Fighting Communication Fatigue with Mass Personalization,"](#) *1to1 blog*
March 23, 2010

Varolii ID a Year Later - Best Practices That Maximize Your ROI

By Randal Hisatomi, Director Decisioning Strategy



It's been over a year now since we introduced the Varolii Unified Interact Platform and the new capability called Varolii ID. Since then, we've seen how our clients have benefitted from this leading edge technology that allows each individual to be treated uniquely by accommodating their habits and preferences. We've also learned best practices along the way by analyzing data from millions of notifications we've sent. We know that Varolii ID has helped our clients' change the way they interact with their customers, raise the level of customer experience and reduce costs, and we've packaged up these best practices and included them in the new Varolii Fast and Smart Solutions for Collections and Customer Service.

Here are some results our clients are realizing using just a few of the Varolii ID best practices to maximize their ROI:

- A 44% lift in payment rates (\$7M per year increase) by communicating in their customers' preferred language
- An 8% savings (\$26K per month) by not calling incorrect and outdated numbers and cutting back on answering machine messages and improving customer service
- Lower truck roll costs through a 42% increase in live answer rates (\$809K per month savings)

I'm excited to see our clients continue to push the communications envelope using Varolii ID and to continue to share new and expanded best practices with you in 2011.

Randal

P.S. If you want to [learn more about Varolii ID](#) - what it is, how it works, and more results, check out the presentation I gave at Interaction '10.

Big Changes to Varolii Client Advantage Program

We recently changed the Varolii Client Advantage program to make it easier for

you to continually tune your application and to ensure it delivers the results you need. The changes include new flex hours, an allotment of hours that accrue quarterly and can be used at your discretion for any projects requiring professional services work other than new solution implementation fees. Also new are the monthly operational and quarterly business reviews.

→ [Learn more about the great changes to the Varolii Client Advantage Program](#)

Reporting Tip: Learn Percentage of Mobile vs. Landline Phone Calls

Use the Notification Summary by Country and Service Type Report to get insight into the activity of mobile phones vs. landline phones for a campaign. You access this report via the Ad Hoc Download Tool in Alert Administrator. There you can create a customizable CSV file to download and get the total record counts and percentages of mobile calls vs. landline calls.

→ [Get reporting tools and training at Reporting Central](#)

Case Studies: Learn What Your Peers are Doing

In each issue of Outreach, we'll spotlight stories about how Varolii customers are using automated communications and share their results with you. This issue features, UPS, a top disease management company, and SunTrust.

- UPS - Learn how UPS deflects inbounds calls, keeps deliveries flowing, customers satisfied, and reaches over one million customers per month with automated communications.
[Download the case study >>](#)
- Leading Disease Management Company - Learn how a health management service realized a 50-80% gain in enrollment requests and lowered operational costs.
[Download the case study >>](#)
- SunTrust - Learn how SunTrust reduces first payment defaults by 60%.
[Download the case study >>](#)

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

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