



Case Study

Enhanced Voice Applications Enhanced Messaging - Customer Profile

The Client

A successful on-line pharmacy that is using innovative tools to rapidly grow its business and support its existing prescription customers.

The Challenge

- How to cost effectively remind thousands of customers to renew their prescriptions prior to the prescription depletion.
- The solution must be an effective and timely communication vehicle that is readily available to all age and income profiles.
- The communication delivery must be cost effective.
- High volumes of calls must be delivered daily.
- All call planning and administration must be controlled by the on-line pharmacy

The Solutions

The Enhanced Messaging (EMA) solution was the ideal communication vehicle for this savvy on-line pharmacy to alert its customer base of their prescription refill schedules. Enhanced Messaging, a full-featured automated outbound dialing application delivers:

- Complete self administration for the on-line pharmacy administrator to plan, upload dial campaigns and initiate dialing via web portal access
- Upload dial campaigns up to 7 days in advance for convenience
- Complete audit trail of each call result on web portal report,
- Record messages with company "voice" and use text to speech inserts if required for each individual call recipient
- Messages on timely basis for excellent customer service
- Cost effective outbound messaging since it is priced on a pay-for-use basis so only messages that are delivered are charged

Benefits

- Enhanced customer business retention with timely low cost reminders to customers to renew prescriptions
- The telephone reminder message can reach virtually any customer regardless of age, location, or socio-economic background
- Highly cost effective solution – a delivered message costs less than one third the price of a stamp
- The on-line pharmacy is in complete control of all aspects of the message and its delivery

- High capacity hosted application supports effective delivery of thousands of calls per hour

The Enhanced Messaging solution delivers!

Enhanced customer retention, along with low-cost, effective message delivery and the utmost convenience for users.

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