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Arch Telecom Enhances Powerline Name and Address List Match...

More accurate data for more reliable mail delivery and prospect databases

Improved Powerline Name and Address List Match Expected to Increase Reporting Accuracy's Effective February 15, 1999

In an effort to provide the most accurate names and address matches possible with Powerline call records, Arch Telecom has employed a list database company for name and address demographics.

At this time, the data transmission does not make it possible to relay the list match real time, therefore we will post the name and address data 24 hours after the lead record has been generated.

This change will take effect February 15th, 1999 and was made in response to Powerline customer requests for more accurate database demographics for direct mail and telephone follow up.

Powerline customers have always reported that the "real timeliness" of lead notification was essential to possess a competitive advantage and it also made a powerful graphic listing presentation. The only technology available to notify a Powerline user

regardless of their location, is a numeric pager. Since numeric pagers can't display name and address information, most clients reported they responded to the lead via the pager, then the following day requested a fax-on-demand or web site online report for direct mail follow up or telemarketing.

To provide the name and address data real time, Arch had to maintain a proprietary database that was simply too challenging to accurately update. It was prudent to outsource the list match data to a specialty vendor that would immediately improve accuracy.

Since most users report that they don't pull call detail reports until the next day, for the time being, we've traded accuracy for timeliness. It's a trade-off but one we feel is in the best interest of you, the client.

Name and address match is a value-added feature of Powerline; there will never be an additional charge. For your reference, you could expect to pay approximately 10 cents per record with the service bureau we will be providing.

So, while we are replacing the "real time" delivery of name and address with one that posts 24 hours after the call. We sincerely feel that posting

more accurate data will deliver a more effective product.

While we feel strongly that the accuracy will greatly increase, there will still be some circumstances where it is simply not possible to perform a list match. Such as when prospects call from some cell phones, business phones that use multiple trunks, or unpublished data. We'd greatly appreciate any comments or questions you have regarding this change. Please call Jennifer at (800) 882-9155 or email jennifer@archtelecom.com.

Never Minimize The Power of the Pager

We would like to reiterate the importance of the "real time" lead via pager notification to maximize your return on Powerline. Powerline's responsiveness is highest when the lead is followed up with immediately. The most successful Powerline customers recommend that the name address should be used to follow up with a mailing or telemarketing campaign after you have attempted the initial and immediate callback.

Don't procrastinate calling back the lead just because the name and address isn't posted for 24 hours.

There are too many commission checks lost by procrastinating.

Scheduled Email Delivery of Leads

We are now taking orders for scheduled email delivery of your call detail reports. Any report available via the website www.archtelecom.com can be sent by email on a daily basis or a weekly basis. You can place your order by email to belinda@archtelecom.com or by calling customer service at 800-882-9155.

When you request scheduled email delivery of your call detail report, please specify whether you would like the reports delivered daily or weekly. If you would like your reports delivered daily, the report will include records beginning 4:00 a.m. the previous day and will report for a full 24 hours.

For weekly reports, please specify the day that you would like your reports emailed to you. The weekly reports will include records beginning at 4:00 a.m. on the first day of your call detail report. Please note that this is a new feature of our service and suggestions for modifications to the feature are welcomed.

Scheduled email delivery of a call detail report is a free service from Arch Telecom. To ensure Arch doesn't tie up your email provider with unwanted emails, we are requesting that you renew your email reports every three months. Arch will send you a reminder for renewal when your three months expires.

All other reports will still be available real time through the Arch Telecom website, www.archtelecom.com, and the fax-on-demand reporting systems.

Voice Broadcast: The Residual Value of a Drip Campaign

Recently a Voice Broadcast customer called an Arch Telecom marketing support rep to explore avenues to improve her voice Broadcast campaign. We discussed with the customer a lot

about scripting strategies and why it is important to include a call-to-action in your Voice Broadcast scripts.

The key to generating response to any marketing message is a call to action. A call to action gives the prospect a reason to raise their hand and say; "I'm interested!"

Some people offer free reports, some people run specials for a limited amount of time, and others offer free consultations. Whatever you offer with your call to action, make sure that it is specific, concise and there is a value attached. Test several offers in a limited marketing campaign, quantify the results and stick to the "calls to action" that pull the highest results.

After the call-to-action discussion, we told her not to forget the importance of "drip campaigning." A drip campaign is the art of establishing consistency with a proven marketing piece and capitalizing on the residual response. Drip campaigns keep you in regular contact with your prospects and clients, letting them know you haven't forgotten them and keeping them from forgetting you. Voice Broadcast can contribute substantially to your drip campaign by enhancing and supplementing mail campaigns.

The Arch rep recommended a slight modification in the scripting and to continue with persistence the drip campaign that she had already begun. A few weeks after the discussion between the Voice Broadcast customer and the Arch representative, the customer called back to say "thank you" because the advice had worked. She was beginning to see that the residual effects of her drip campaign she had begun a few weeks earlier were paying off.

By experimenting with different "calls to action" the agent found one that worked, persisted and begun to receive the response she had originally expected.

Voice Broadcast can be an efficient, key component to mastering the art of a drip campaign.

Survey Technology Introduces: The Home Equity Line

Many customers have reported exceptional response from the Home Affordability Line and Re-finance line, our automated prequalification surveys. A natural evolution of those products is a turnkey survey that uncovers one's home equity potential. We are currently in the process of finalizing the Home Equity Line survey and should be available for release early to mid-February.

While targeted at uncovering homeowner equity potential, the Home Equity Line may also provides you with another call-to-action to uncover a potential homebuyer or seller.

We believe the product will be a natural fit in the agent-originator relationship. If you would like more information on The Home Equity Line, please call your Arch sales representative or email sales@archtelecom.com.

Link Your Website to Ours; Network with other Arch Customers

There is still room for every Arch customer with a website to join other Arch customers on our Customer Web Links page. If your website is not linked yet, send email to jennifer@archtelecom.com titled "Add My Link."

Be sure to include your Arch account number and website address. The Arch Customer Web Links is a great place to find out how to contact other agents and lenders using Arch products. Here is your chance to network, swap ideas, etc. You can check out the web page at: http://www.archtelecom.com/Customer_Service/customer_hp_links.htm.

Reward! Arch offers \$50 for Referrals. Recommend any Arch product to someone and when they sign up, you receive a \$50 credit certificate.

