

# arch

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## Ask? Belinda

About Voice Broadcast

Dear Belinda,  
I love my Voice Broadcast system and I use it all the time. I always use the same messages but I have to record them each time I send a broadcast. Is there a way that I can re-use the broadcast messages instead of recording a new one for every broadcast?

Sincerely, Broadcasting in Baltimore

Dear Baltimore,  
Yes. There are two methods of recording broadcast messages. I suspect that you have been using the "recording messages at time of queuing" method which does not save your messages for further use. However, there is another method of recording broadcast messages called "Pre-Recording Broadcast Messages" that saves your messages so you can use them again. The following procedure can be found in the Voice Broadcast Quickstart Guide. From the main menu of your mailbox, press 5,2,6,1 and follow the voice prompts to create your pre-recorded broadcast message.

Dear Belinda,  
I would like to send a broadcast message to the failed destinations of a broadcast I sent yesterday. Is there an

easier way of doing this besides selecting each record out of my original file that failed and creating a new group?  
Yours Truly, Busy in Boston

Dear Boston,  
Yes. What you are looking for is the procedure "Creating a new Group Based on the Failed Destination of a Previous Broadcast." You will be creating a new group, so you will need to know the previous broadcast number in order to perform the following procedure, which can be found in the Voice Broadcast Quickstart Guide. From the main menu of your mailbox, press 5,2,5,6 and follow the voice prompts.

Dear Belinda,  
I hate computers and I have had some trouble emailing my Voice Broadcast list files to Loadlist. Do you provide a service to load them for me?  
Sincerely, Frustrated in San Francisco

Dear San Francisco,  
We understand that there are those who just don't feel like messing with email and computers so we do offer a service to load your list files for you. However, you still need to get us your files. We can accept diskette or CD ROM. The charge to load your files is \$25 per disk or email and this may vary depending on how many files are on the disk or email. Please call for a quote if you have something in mind.

\*

please write to [belinda at belinda@archtelecom.com](mailto:belinda@archtelecom.com)

In this issue: How to Lower Your per Minute Rate, Customer Profile: Todd Ridgeway, iProCenter Data Aging & Retention Policy, Ask Belinda

# SOLUTIONS

The quarterly newsletter of Arch Telecom

## How to Lower Your Powerline 800 Per Minute Cost and Increase Your Marketing Prowess!

Arch Telecom Announces Reduced Powerline Rates and 5 Special Offers to Aid in Your Business Building Quest.

At Arch, we believe we must share in the responsibility to grow your business. In recognition of the tremendous value you have to our company we'd like to offer the following opportunities that will save you money and help ensure your success.

### Arch Lowers Powerline 800 per minute rates!

Arch has dramatically increased the scaled discounts on Powerline and all of Arch Interactive Voice Response services. These discounts are automatic and will decrease our customer's average effective rates by over 10%. The discounts increase as your usage increases enabling you to save up to 55%! The discounts will be clearly represented on your Arch statement.

More and more companies are aligning their agents and originators so they can benefit from each other's experience and systems. If you have a non-competing peer that you would like to introduce to Arch, we'll thank you with a reduction in your per minute rate by \$0.02! Each client you refer results in an additional \$0.02 rate reduction! *These rate reductions are in addition to the newly increased scaled discounts you will receive based upon usage.*

### Special Offer 1: Double Your Referral Gift!

If you refer a client during July 2000 we'll include a \$50 "thank you" certificate good off of any Arch service or to be applied to your usage... in addition to the \$0.02 rate reduction! After July 2000 Arch will give you the choice of the \$0.02 rate reduction or the \$50 certificate... but until July 31<sup>st</sup> you can receive both! If you've been considering adding an additional Arch service such as Voice Broadcast or the Home Affordability Line here's an opportunity to own them for just a few referrals. Hurry... the double offer ends July 31<sup>st</sup>, 2000.

### Special Offer 2: Triple Your Referral Gift!

For every referral before the July 31<sup>st</sup>, 2000 deadline we'll enter your name in a drawing for a \$500 gift certificate on Amazon.com, earth's biggest selection of books, software, electronics, tools, hardware... you name it. We'll notify the winner on August 1<sup>st</sup> and announce them on our web site.

### Special Offer 3: Free Mastermind Series!

Arch clients can listen in on a mastermind teleconference by some of the top producing agents and originators in the country. The series explores strategies, techniques and services the top producing agents and originators use. Since the series topics and dates change regularly please register for the program by calling one of the following automated toll free numbers. By providing us with an email or fax we'll keep you posted of the upcoming mastermind events, times, topics, panelists and the phone numbers to call. (The only cost you incur is the phone call).

Registration for Originators Forum: 800-882-7742 ext. 7  
Registration for RE Agent Forum: 800-882-2901 ext: 7

The series is taped and Arch makes those audiocassettes available to our clients for just the raw cost of the tape and shipping/handling. To receive the past three mastermind conferences call Arch at 800-882-9155.

### Special Offer 4: Free Press Releases!

The Arch Telecom marketing department regularly sends press releases to general and industry media and place ads featuring Arch customers. Often, editors of major newspapers, trade publications and associations ask us to either publish an article or to provide a bio of an Arch client using the services. You can benefit from our efforts by sending a picture of yourself, a bio and a short testimonial of how the service has helped. You could get free publicity without lifting a finger. No advertisement vehicle in the world beats third party publicity... so let us help! You can email your picture to [Jennifer@archtelecom.com](mailto:Jennifer@archtelecom.com) or send US Mail to our Austin address, Attention:Public Relations. Photos will be returned upon request.

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# customer profile

**Todd Ridgeway,**  
**Director of Market-**  
**ing for South Pacific**  
**Financial**



Todd Ridgeway of Upland, California took some time from his busy schedule for a Q & A to tell us how his company has been implementing our products. You can see by his responses that Arch Powerline and Voice Broadcast are working fabulously for Todd and South Pacific Financial. We're convinced, Todd's been a loyal customer to Arch Telecom for over three years now!

**Arch Solutions:** Hi Todd. Thanks for sharing your success strategies with us and more importantly, with our customers.

**Todd Ridgeway:** It's my pleasure. I've had a great deal of success in implementing the Arch products Powerline and Voice Broadcast.

**AS:** Can you tell us a bit about how you implement each into your business plan?

**TS:** Well, I use Powerline many different ways, it's a very versatile application. First of all, I use it in all print and media advertising. In the ads I call the extensions Information Boxes. The system allows me to make recorded information available in these "boxes."

**AS:** What information do you put in your "boxes?"

**TR:** I advertise information on products, pricing, qualification, community assistance programs, special financing options, and most frequently asked questions. I also use Powerline to advertise a series of free property lists, such as bank owned, seller carry, FSBO, investor properties, and 0% down. I also advertise free reports like "The 10 Most Common Selling and Buying Mistakes", "How to become a CASH Buyer" and "Maximizing the Sale of Your Home."

**AS:** Sounds like you are making the most out of the flexibility of Powerline with your advertising campaign. How do like the Powerline's advertising tracking system?

**TR:** Powerline allows us to track to see which ads are

receiving the most hits and even provides the call lists via fax or the web. Through Powerline we are able to make cutting edge lead tracking and reporting available to our top Realtor partners and help them more efficiently to qualify, tack, and gage the effectiveness of their advertising.

**AS:** Tell us about another feature of Powerline that is working really well for you.

**TR:** Fax-on-demand! We are using the Powerline system to provide program and rate information "On Demand" to our retail loan officers and wholesales brokers' relationships. This cuts way down on "jeopardy questions and rate sheet fax requests."

**AS:** You are also using Arch Voice Broadcast. Can you tell us a bit about your experience with that product?

**TR:** Sure. Voice Broadcast has several uses for us. We maintain contact with past clients for Refinance opportunities, to make personal attention calls, annual mortgage fitness review reminders, and birthday and anniversary greetings.

**AS:** Voice Broadcast is a cost-effective way to follow up on direct mail and information requests. Do you ever utilize it for those purposes?

**TR:** Yes, as a matter of we do. We also use it to maintain contact with current clients for referral requests, application and needs list reminders, and for approval and funding congratulatory calls. We contact our new leads and prequals for systematic attentions and to cross-sell to homebuyer workshops. \*

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## Special Offer 5: Money Saving Offers From Our Strategic Partners!

We've had the good fortune to network with some of the best companies offering services in your industry: contact managers, personal coaches, web service providers, response marketing generators, virtual home providers... the list is simply too long to provide here. On your behalf, we've negotiated a money saving opportunity for their services. You can review these offers by calling an Arch rep directly or go to our web site at [www.archtelecom.com](http://www.archtelecom.com) and click on the link "strategic partners." \*

## Exclusive Offer for Arch Customers: 60 Day Free Trial of iProCenter.com

### Personal Productivity Center

iProCenter introduces its Personal Productivity Center, or PPC, an online, completely automated, consumer driven marketing system that includes your personal website. PPC is more than just a website though. Designed by real estate agents for real estate agents, PPC is your Command Central. From your PPC, you can control your daily schedule, review email, manage your online databases, control auto-responders, edit your website, add or edit listings, receive brilliant marketing material, review real estate news, and much more.

Surveys from top agents all over the country revealed that the #1 desirable item in a dream website is an automated, no-effort method of following up with leads. The top agents surveyed gave iProCenter a list of the absolute musts and the PPC is what they came up with.

One the most highly requested features in a website was an easy way to follow up with leads and the PPC delivers with the email auto-responders. But what else is there to the website? Much, much more . . .

Your PPC website will be the public's view of your business. Your services will be available for all visiting prospects and clients to preview. Once they have visited, prospect's will want to register for membership with your PPC website since it includes the most comprehensive search vehicle available to homebuyers.

Once your prospects' register for membership with your website, giving you permission to market to them, your PPC leaps into action. It drops that prospect into your database and your EZ Follow Up email auto-responders send email messages at specified intervals. The information sent fosters a relationship by providing educational material to your prospects. The messages are professionally written, expertly timed, and best of all, thoroughly tested. Then, all you need to do is wait for prospects to respond to your emails so you can begin to provide the most professional service as only you know how to do.

Your PPC is built by you so you can personalize and customize and it only takes about five minutes to do. Because you are an Arch customer, we know that you have high expectations for the results that you get from your systems. Visit [www.iProCenter.com](http://www.iProCenter.com) today to take advantage of the exclusive offer for Arch Telecom customers only for the 60 day FREE trial. All you do is sign up, receive your iProCenter PPC free for 60 days and after that, you decide to cancel or continue. If you cancel, there are no obligations and if you decide to keep your iProCenter service, the monthly fee is just \$39.95. But if you're like most agents, you won't be willing to part with this incredible tool.



[www.iProCenter.com](http://www.iProCenter.com)



## SPECIAL ANNOUNCEMENT

**Data Aging and Retention Policy:** Unused mailbox data within the Arch network is retained for 90 days. Thereafter, any data not used for 90 days is deleted. The process of deleting or purging data is called "aging" and it applies to data in an active mailbox including call detail information, voice recordings, and voice and fax broadcast groups and fax documents. See the list below for an explanation of how the Data Aging and Retention Policy is applied to each type of data. You can also view this policy online at [http://www.archtelecom.com/internet\\_customer\\_services.htm](http://www.archtelecom.com/internet_customer_services.htm).

**Broadcast Messages:** Voice Broadcast messages are deleted if they have not been used in a broadcast for 90 days.

**Extensions:** IVR/Powerline Extensions, along with their associated voice recordings and fax documents, are deleted if they have not been accessed by any caller within 90 days and if the mailbox owner has not logged into the mailbox for at least 90 days. Extensions belonging to a mailbox that is logged into at least once every 90 days are never deleted a result of the aging process.

**Survey Responses:** Survey responses, including voice responses and any transcribed data, are deleted 90 days after the call.

**Voice Mail Messages:** A retrieved voice mail message is archived for 90 days and then deleted. Unretrieved voice mail messages are deleted 90 days after they are created.

**Call Records:** Call Records include information that appears on call detail reports retrieved by fax-on-demand or by the Arch interactive website. Call records are deleted 90 days after the call occurs.

**Groups:** Groups used for Voice or Fax Broadcast are deleted if they are not used in queuing a broadcast for 90 days. We recommend that you keep backup copies of files loaded as groups on a medium outside the Arch Network. \*