

Hispanic Voter Voice Broadcasting

Automated voice broadcasting into the Hispanic community is the most challenging part of many political campaigns. A large number of political voice broadcast programs targeted toward the Hispanic community fail within the first few hours and the negative impact is not realized until it is too late. A recent study found that Hispanic voters have an aversion to automated messaging in general; primarily due to the fact a live person did not request permission to play the candidate's message. Furthermore, reporting results, such as answer rate and message time, are highly skewed within traditional voice broadcasting due to particular anomalies within this market.

Voter Connect

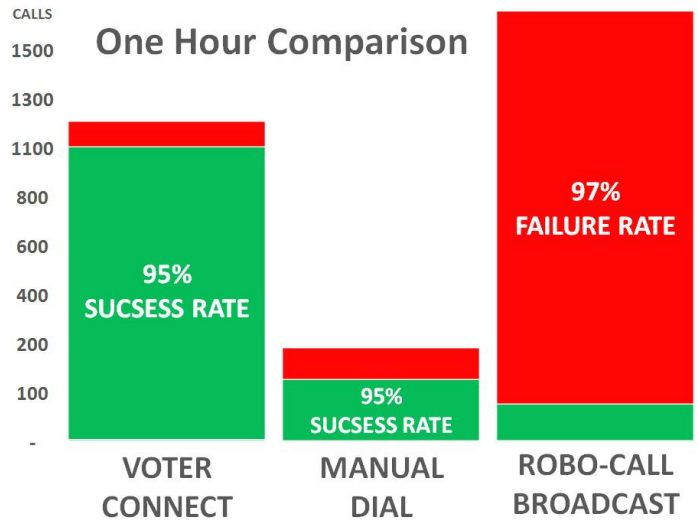
Conexion One hosts a political voice broadcast solution that adds both personal attention with volume automation and message delivery confirmation. The program starts with your recorded message. Next, we load your contact data and your selected outbound caller-id into the Conexion One Voter Connect Dialer system.



The system dials a voter's telephone number while a live agent at Conexion One listens for the call to be answered. Upon answer, the agent with the correct Spanish dialect will request permission to play your automated message. When approved, the Voter Connect System takes control of the call, plays the message and will terminate the call upon completion.

Advantages

- **5x MORE CALL'S OVER MANUAL DIAL**
- **95% MESSAGE SUCCESS RATE**
- **CULTURALLY ACCEPTABLE**
- **800x GREATER SUCCESS OVER ROBO-CALL**
- **REAL-TIME RESULTS**
- **ACCURATE MESSAGE DELIVERY**



Pricing

Voter Connect is priced on a per-message fee, meaning you only pay for actual answered calls. Minimum programs start at 150 messages, including proof-of-concept test programs.

Reporting

We provide the reports necessary to evaluate the success of your program and its effectiveness. Standard reports include:

- Date/Time and length of call
- Message approval/denial counts
- Message verification and playback length
- Statistical reports with data export
- Live call supervision and recording

About Us

Conexion One is a leading provider of Spanish language contact center business process outsourcing solutions to a wide array of businesses and organizations in 75 markets spanning all 50 states.

We are headquartered in Houston, Texas with a 3,100 agent seat capacity located across 2 redundant centers within Mexico City. Conexion One combines the best technology, processes, and most of all the people, to deliver solutions that add value between our clients and their customers. Conexion One offers inbound/outbound voice, E-mail, Chat and SMS outsourcing services built on Microsoft Technology, and is a Microsoft Gold Certified ISV/Software Solution Provider.