

A VOICENT GUIDE TO

VoIP FOR POLITICAL CAMPAIGNS

Great communication

Quality,

Features,

Credibility

at incredibly low cost



WHAT IS VOIP AND WHY SHOULD I CARE ABOUT IT?

VoIP is technology that allows your computer to double as a telephone system.

Notice that we didn't say *phone*. We said *phone system*.

More accurately referred to as Internet Protocol—or IP, this technology allows your computer to *take the place of your phone company* and its old-fashioned, inflexible, expensive, copper-wired system.

VoIP enables your computer to do anything your old phone company could do and much, much more.

- It can transmit and receive **voice**.

- It can transmit and receive **text messages**.

- It can transmit and receive **video messages**.

- It can transmit and receive **FAX messages**.

VoIP stands for

**Voice over
Internet
Protocol**

What's more, with VoIP, your computer can serve as a 'virtual' PBX system—a sophisticated “Private Branch Exchange,” providing phone extensions, voice mail boxes, call forwarding, call transfer, call holding, music on hold, automated menu-trees (press '1' for ... press '2' for ...), and 24-hour automated attendants.

It can do all that and more without requiring any special equipment beyond a headset that plugs into any computer and a broadband Internet connection.

No special switching boxes. No special wires or plugs.

Instead, the “phone company” is replaced by software that routes your calls through the Internet and manages all of the system's features.

As a result, the system is incredibly flexible.

Need to add another phone extension? **That takes seconds.**

Want to connect a dozen people in another building? **That takes minutes.**

The building is half-way around the world? **That's OK. It *still* takes minutes.**



Consider, for a moment, what that really means for a campaign organization.

It's not just that you don't have to spend a lot of money on expensive phones.

It's not just that you don't have to schedule everything through the phone company to make changes.

With VoIP, your office can be anywhere.

Indeed, with mobile phones and abundant broadband or cellular connections, your office doesn't even have to exist—it can consist of a network of people all working out of their homes, cars, coffee shops and cafes.

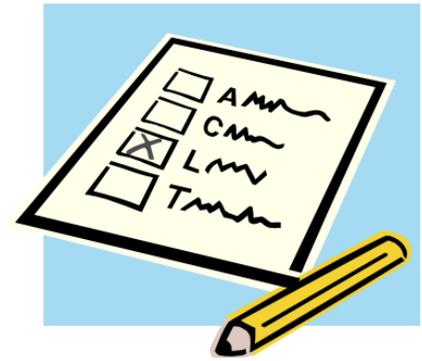


And now, we suspect, you're beginning to see what's so great about VoIP for political campaigns.

This technology offers incredible flexibility and cost savings, while also enabling you to take advantage of cutting-edge communications techniques and capabilities.

Whatever level of credibility-raising sophistication you need can be provided by VoIP, because this technology is not just for fast and inexpensive phone service.

Have multiple languages spoken in your campaign area? VoIP enables you to integrate multi-lingual phone messages and menus to reach voters no matter the language they speak.



Need to be able to aggressively “get the message out” to communities?

VoIP enables affordable automatic, predictive dialers that exponentially increase the power of volunteer campaign phone workers.

These tools enable your computers to do the dialing, waiting for answers and dealing with busy signals and disconnected lines. Only when a live person is connected will the call be smoothly handed to a waiting volunteer. Or, a custom phone message can be delivered to the recipient—either in the candidate’s voice, or using a computer-generated voice.

For the most effective campaign volunteer management, VoIP enables easy and affordable SMS “text messaging,” which can nearly instantaneously deliver detailed and retrievable messages right to a campaign volunteer’s personal cell phone.

That technology quickly and easily ensures that everyone knows the latest information and is working from the same page—essential communication qualities for a campaign.

So, how do you get VoIP technology?

There are two primary ways. Providers exist that offer VoIP systems through a “hosted” service, meaning that you will pay a monthly fee and/or a per call charge for its use.

Typically, hosted services are a snap to set up because the “host” does most of the work.

For those who want to own their own systems so they can use it for multiple campaigns or want to forego usage fees, Voicent offers a full suite of VoIP tools providing every level of sophistication and flexibility.



Whether you are looking for a one- or two-line, simple system, or scores of lines and systems with custom menus and sophisticated voice-recognition capabilities, Voicent has inexpensive, easy-to-install and use solutions.

Voicent has been designing easy-to-use communications tools for more than 10 years and has thousands of satisfied customers all around the world.

Voicent's communications tools are designed for non-technical users, however, for those with developer skills, Voicent provides ultra-sophisticated tools for connecting Voicent solutions to existing software systems, or creating entirely new software with interactive voice, SMS and email capabilities.

To learn more about Voicent's affordable, easy-to-use communication tools, visit www.voicent.com.

