

Newsletter

August 2009

Augst 2009 Newsletter

Wouldn't you like your communications to be more effective? Full of emotion, emphasis, urgency, humour and focus!

Of course.

So which of the following channels is the most powerful way to achieve this:

- a) Email your contact
- b) SMS your contact
- c) Stick the information on a website
- d) Talk to your contact, and then listen to them

The human voice is an amazing and powerful communication tool, but it is a greatly underused resource for internal and customer communications.

That's why this month's newsletter is focussed on the Power of Voice – both yours and your customers'.

Have your say – what do you think about our newsletter and the topics we've raised?

email us at news@rapide.co.uk

Or call our automated feedback line
0870 428 0436

Rapide Communication Ltd Head Office:
Heron House
Millburn Hill Road
University of Warwick Science Park
Coventry
CV4 7HS
E: rapide@rapide.co.uk
T: +44 (0) 24 7601 1911
F: +44 (0) 2476 820911
Policy at www.rapide.co.uk

This Month's Stories

- ❖ **Voice of the Customer - Page 1**
The importance of capturing, processing and presenting the voice of your customer.
- ❖ **The Power of Voice - Page 3**
Discover the real power behind voice communications and why it's use can be the difference between success and failure.
- ❖ **Getting your message across - Page 4**
Now we're all back from the holiday season, how will you make your message stand out in the deluge of emails and messages awaiting us all.
- ❖ **Barclaycard Case Study - Page 5**
Barclaycard increase their response rates on a sales campaign by 21% using voice broadcast to accompany a direct mail campaign.

Voice of the Customer

"A typical business only hears from 4% of its dissatisfied customers, the other 96% leave quietly." (University of Pennsylvania)

Talking about the Voice of the Customer is becoming increasingly popular at the moment. Every business conference, trade magazine or internal improvement team seems to discuss the Voice of the Customer and stress the importance of hearing what customers think and feel.

And a few customer make this easy – they shout loudly, and make sure that we pay attention.

But only a few – 4% according to the University of Pennsylvania.

So why isn't the voice of every customer heard loud and clear in your business?

Traditional methods for trying to capture this tend to struggle with speed, accuracy, cost and an effective process to capture what the customer is actually saying.

For a start most interview/questionnaire processes cost far too much per survey and so are applied to a small sample of customers only. Most customers contacting your company never have the chance to provide their feedback and comments, so their voice is simply lost.

And if customers don't get asked for their feedback:

"68% [of dissatisfied customers] never reveal their dissatisfaction because they perceive an attitude of indifference in the owner, manager or employee" (University of Pennsylvania).

The slow speed of traditional feedback mechanisms also reduces their value. Not only does accuracy suffer:

"Feedback captured straight away is 40% more accurate than feedback captured 24 hours later" (Gartner)

but the information can take weeks to be available to your organisation. This is far too slow to identify operational problems and act immediately.

Surveys, questionnaires and feedback forms are very good at getting customers to tick boxes and select options off a list...but these questions reflect the company's measures NOT the customers' Voice.

(cont..)

Rapide Communication Ltd Head Office:

Heron House

Millburn Hill Road

University of Warwick Science Park

Coventry

CV4 7HS

E: rapide@rapide.co.uk

T: +44 (0) 24 7601 1911

F: +44 (0) 2476 820911

Policy at www.rapide.co.uk

The Power of Voice

With all the exciting communication technologies around these days – why do we keep talking to each other? Will we reach a point where emails and texts will totally replace person-to-person verbal communication – talking?

Probably not – because of something called prosody.

We are all experts in using prosody to improve our communications. We have trained and practised it for years, and are accomplished at leveraging every ounce of impact and effect through it.

And it only works if you are speaking to someone.

Because prosody is the technical term for the rhythm, stress, intonation, tone and timing of spoken communication. It is a hugely powerful way to communicate emotion as well as helping us to differentiate between a statement, a question or an order, show humour or sarcasm (or even irony) and command focus or show contrast.

Pretty powerful stuff.

And because prosody is absent from writing we have to use all sorts of punctuation, italics, bold and colour to try and fill the gap. Have you ever sent an email, or a text, intending the content to be light-hearted, only to have it backfire when the recipient reads the email with a very different “tone of voice?”

Rapide has been providing voice communication solutions for over 9 years, including:

- **Voice Broadcast:**
Record a message and we broadcast it straight out to your customers or colleagues.
- **Rant & Rave:**
Let your customers talk to you, and find out exactly what they think about your company, products and services.
- **Self-service Conference Call:**
20 people in 1 conference - instantly. No mess. No fuss. No frills...and a VERY competitive price.
- **Managed Conference Call:**
Up to 256 people in a large scale managed tele-conference, with full live Moderator services and call recording.
- **Team Call & Listen:**
Breathe life into your announcements and notifications with a personal briefing recorded onto a central number for your team, or all your staff to listen to.

For more information please call **Annette** or **Duncan** on **02476 011910** or email marketing@rapide.co.uk.

Getting your message across – voice

Welcome back!

Most of you reading this have probably recently returned from your summer holiday. A few days (or weeks) of relaxation, unwinding and just enjoying yourself (we hope!).

So, what was waiting for you on your return?

At home – probably a large pile of post, and at work an even larger inbox of emails! Our colleagues and customers are likewise bombarded every day with “urgent” and “important” communications. Our contacts are getting quite adept at filtering through information very quickly, and discarding much of it without a second’s thought.

“Corporate users average 133 emails sent or received per day” (The Radicati Group)

So how do you make your communication stand out? What can you do to make your colleague actually take notice of the critical announcement that you need them to understand? And how do you make sure that your customer actually reads that creative, enticing and expensive Direct Marketing pack that you have sent, and is currently jostling for position amongst all the rest of their daily mailbag.

For the last 9 years, Rapide has been helping our clients harness the power of voice communications for internal and external communications – to great effect.

Because as well as the benefits of speed, simplicity and cost (as well as the emotion, emphasis and enthusiasm that you can put in a voice message) voice has one other huge advantage – it stands out from the crowd.

Visit <http://www.rapide.co.uk/barclaycard-case-study.html> to read how Rapide help Barclaycard grow sales by 21% by adding voice into their communications mix.

To find out how you can harness the power of voice for your business please call Annette or Duncan on 02476 011 910 or email marketing@rapide.co.uk

Barclaycard - Case Study



Pre-mail Campaign

The challenge

Barclaycard was set up in 1966 and was the UK's first ever credit card. Since then, in the UK alone, Barclaycard has gained 8.4 million customers, with one in five of all UK credit cards a Barclaycard.

Barclaycard wanted to inform their credit card holders of the latest important direct mail campaign before it arrived at their front door. They needed something that would engage their target market but with results that were simple to achieve.

The solution

Rapide sent out a voice message to over 100,000 Barclaycard credit card holders as part of a direct marketing campaign to the customer's landline phone numbers. The customers were told on the voice message that they would be receiving some important information through the post and to keep their eyes out for it.

The system Barclaycard use is very simple. A list of names and landline numbers are added into the Rapide database and a voice message is recorded. The voice message is then broadcast to the list.

Using this service for their direct marketing campaign, Barclaycard achieved a response rate of 21% - exceeding their expectations.