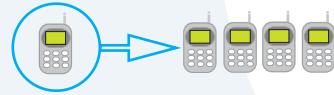


# Team Call & Listen



Rapide Team Call & Listen is a fast and effective way to get longer and more complex messages to your staff and customers.

Through the Rapide Team Call & Listen service you can record announcements and briefings, or urgent information and updates – your recording is available live immediately. You can leave long messages, so you can provide far more information than on a short text message or a brief voicemail.

Your customers and colleagues can dial-in and hear your message straight away, finding out important information quickly and cost effectively. They can listen to the message as many times as they need to make sure that they pick up crucial details.

Your Rapide Team Call & Listen service shows you who has called in and how long they listened for. You can even use the service to gather comments and feedback by asking the caller for their thoughts at the end of your message!

A vital component of many clients' crisis management and communications plan, the service has also supported sales and marketing campaigns, including hosting some surprising celebrity voices. Live dial-in on the celebrity recording line or studio-quality recording files uploaded to the platform have promoted some of the UK's biggest brands.

And Rapide Team Call & Listen is backed up by the Rapide Assistant team, supporting you with all aspects of the service and helping you manage your communications.



## Celebrity Recording Line

The Rapide Team Call & Listen service is not just for internal communications – we have hosted sales, events and promotion messages supporting some of the UK's biggest brands. Some of the voices on our service that you might recognise include: John Humphries, Frankie Dettori, Lewis Hamilton, Willie Carson, Michael Atherton, Michael Vaughan, Ian Rush, Sir Alex Ferguson, Kieren Fallon, Steve Redgrave, Henry Blofeld and Ruud Van Nistelrooy!



1.  
Call Rapide  
and record  
your  
message



2.  
Rapide  
automatically  
sets the message  
live



3.  
Staff and customers  
call in to hear the  
announcement



Keeping 1,800 roadside patrols up to date and involved in the company is quite a challenge. RAC use Rapide Team Call & Listen for monthly management updates, inviting patrols to leave feedback, comments and questions which are addressed in the next update.



**Vodafone** headquarters were hit in the 2007 floods and the offices had to be evacuated. Rapide Team Call & Listen (combined with voice and text alerts through Rapide Premium) is part of the Vodafone crisis communications plan and kept thousands of staff up to date on the situation so that they knew where they should go to work on the Monday morning!



