OPTIMIZING **VOICE DROP**

BEST PRACTICES FOR:

USE   STRUCTURE   SCHEDULING   ENHANCING

BEST PRACTICES FOR: **USE**

Leverage Voice Drop to highlight a larger promotion, or a few of your most attractive deals available.

Focusing on major discounts makes this feature most effective, giving the customer minimal information to digest.

Don't worry, your other deals can still shine.

Other valuable deals can be promoted in the discount graphic available to view directly in the customer wallet. Simply upload a graphic to the discount tied to the Voice Drop campaign that highlights your current promotions. *Suggested size: 1080x1280px*
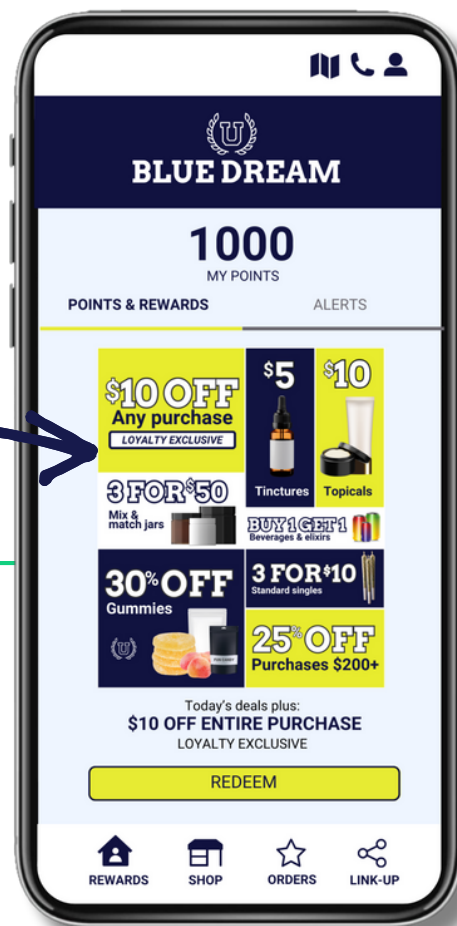
Provide an accessible method to learn about promotions.

Leverage the *inclusivity* of Voice Drop communication, because not all customers are able to read or receive texts as conveniently as the standard consumer.

Segment audiences so you can connect to specific customer groups, strategically targeting consumers you were otherwise unable to reach with traditional methods.

When the unexpected occurs.

Things happen - the power goes out or a maintenance need comes up and you have to temporarily close.

Let your customers know right away without the need to design a campaign by quickly leveraging the AI capabilities to create a quick and easy Voice Drop.

When the holidays hit.

Filtration can be *extreme*, and **messages can be repetitive** amongst the competition.

Reach your customers differently & directly with Voice Drop during peak retail holidays.

BEST PRACTICES FOR: **STRUCTURE**

Lead with your brand and introduce the relevant promotion(s) right off the bat so customers know it's you and are interested in listening to your message.

Utilize personalization macros to enhance the receiver experience by inputting their first name into the Voice Drop, available points on their account and/or any other relevant ties to the customer you see fit.

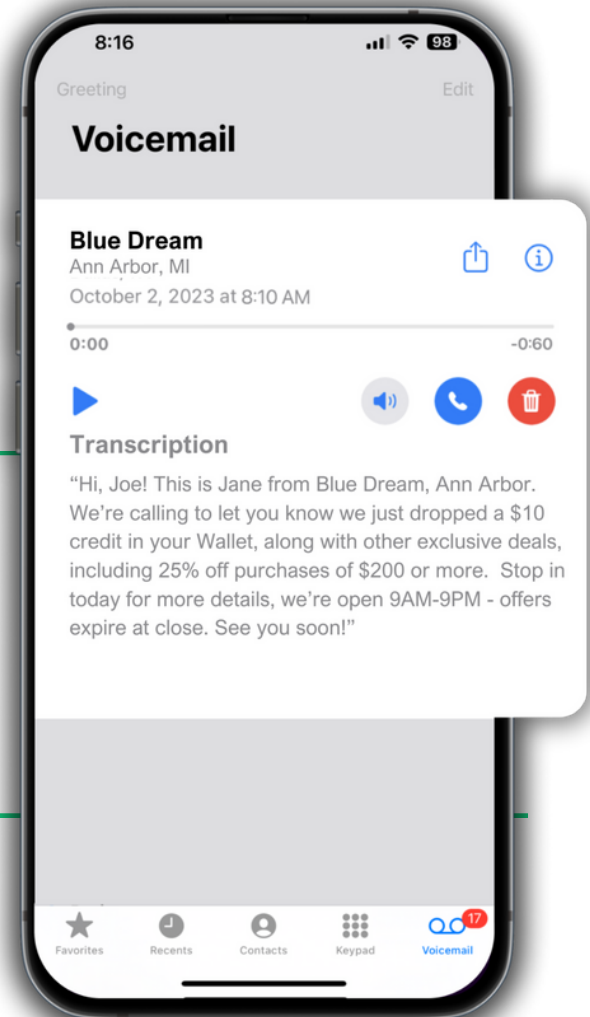**Keep it between 60-90 seconds.**

Don't overwhelm the receiver and lose your deals within the content by including details you could otherwise provide in the wallet view of the promotion you're pushing.

Please note, if the message is below 60 seconds in length, it will replay on loop until it reaches the 60 second minimum in-order to remain compliant.

A good work-around for a shorter message is to include store hours, plug your social media, or remind them of ongoing rewards, like refer-a-friend or points on purchases.

Eliminate short phrases.

When leveraging the AI tool, longer sentences sound more personal. Combining information when able will keep the human component alive with AI Voice Drops.

8:16

Greeting   Edit

Voicemail

Blue Dream
Ann Arbor, MI
October 2, 2023 at 8:10 AM

0:00   -0:60

▶

Transcription

"Hi, Joe! This is Jane from Blue Dream, Ann Arbor. We're calling to let you know we just dropped a $10 credit in your Wallet, along with other exclusive deals, including 25% off purchases of $200 or more. Stop in today for more details, we're open 9AM-9PM - offers expire at close. See you soon!"

Favorites   Recents   Contacts   Keypad   Voicemail

BEST PRACTICES FOR: **SCHEDULING**

Target customers during optimal time frames.

Morning commutes, lunch-time and happy hour periods are great times to leverage Voice Drops.

Customers will likely be more engaged with their phone on break, or plugged into their vehicle on the drive to and from home. During this time, customers can be more effectively influenced to plan a stop at your shop to take advantage of a great deal as they look to plan their next moves for the day.

Please note, Voice Drops can only be scheduled between 9AM-9PM within your timezone. Leverage these recommended periods and keep yourself from disrupting a customer's work day while effectively optimizing the performance capabilities of this feature.
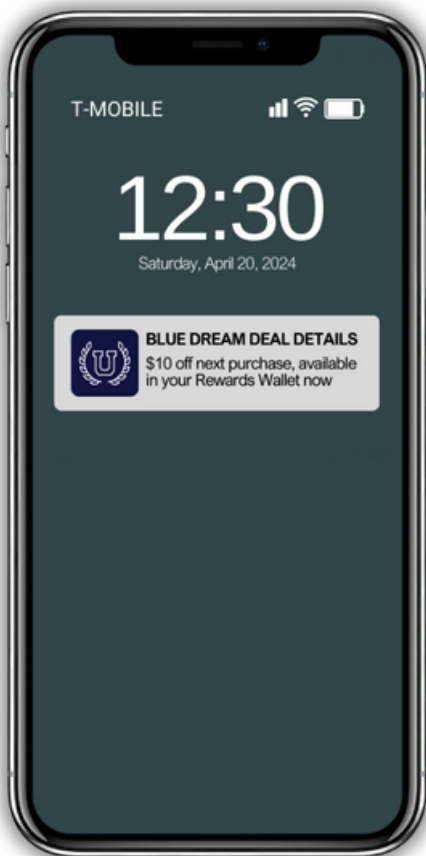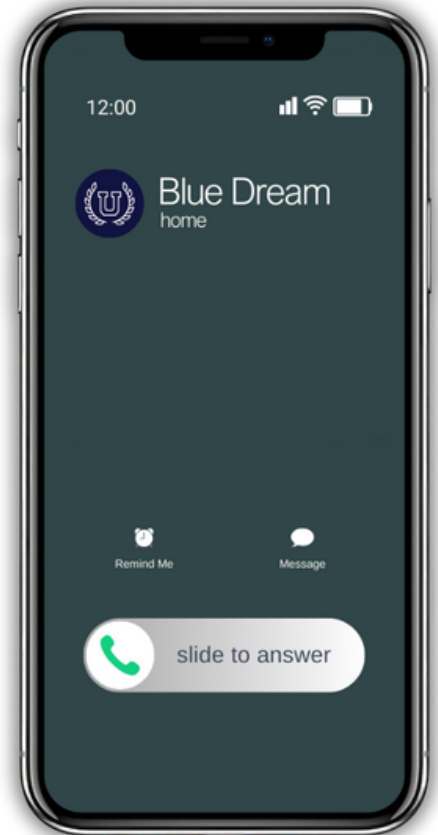
BEST PRACTICES FOR:
ENHANCING PERFORMANCE

Trigger a push notification to your app following the scheduled Voice Drop.

This creates a flow reminding customers to check out the deal details in their wallet, giving them further opportunity to explore your promotions and plan their trip to the store.