



**Professional Prompts,
In-Queue and On-Hold
Audio Recordings for 8x8[®]**

PromptVoice is your partner for bespoke prompts, in-queue and on-hold audio.

We enable the telecoms channel to provide professionally recorded prompts, in-queue and on-hold audio in more than **50 languages** using an innovative and highly disruptive audio recording solution. **Founded in 1994**, we serve **60 countries** with professional recordings that are listened to **6 billion times** every year.



Get in touch:

+44 (0) 1256 591785

www.promptvoice.com

How do professional recordings benefit 8x8 resellers?

We help 8x8 resellers profit from providing professional prompts, in-queue and on-hold audio recordings, integrated as part of their telephony solution.

Growth in AI, chatbots, and online self-service options have frequently triggered predictions of the demise of the inbound phone call - but call volumes are staying strong - customers still want to speak to real people.

A recent survey concluded that callers to SMEs spend 20% of call time on hold. Therefore, resellers offering bespoke auto-attendant or IVR prompts, in-queue and on-hold audio, at a competitive price point, are harnessing a great opportunity to boost their margins, and help their customers improve caller experience.

What's the opportunity for 8x8 resellers?

Every telephony customer needs at least a few recordings - a welcome greeting, a closed message for out of hours calls, in addition to other IVR and auto-attendant prompts.

As a marketing and branding opportunity, time on-hold or in-queue is a valuable communication medium, during which organisations can inform, engage and upsell to queuing callers. So, there's margin for resellers to share in by offering professional recordings at a competitive price point.

Our game changing solution

Our fundamental re-think of the way professional prompts and on-hold audio are delivered to the channel, via a white label platform, transforms them into a high margin recurring revenue driver for all 8x8 resellers.

Our highly disruptive solution offers market leading functionality with straight-forward processes and simple pricing, all delivered through a secure, white label portal that's fully configured by you and managed by the end user.

One simple integration enables an intuitive new value-add service for every customer. Even better, PromptVoice comes fully loaded with a white label marketing toolkit and sales resources.

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Deliver more with PromptVoice

The screenshot shows a user interface for configuring voice prompts. The main content area is titled 'In Queue and On Hold' and contains several sections: 'Marketing Messages' with a list of pre-written prompts like 'Central Heating Aftercare Services', 'Classic Watcher', 'Problem Properties', 'Croche service', 'Installation Aftercare', and 'Holiday Car Hire'; 'Compilation Options' for customizing message timing and music; and 'Streaming to queues' with a 'Preview' button. A sidebar on the left contains navigation links for Home, Dashboard, IVR Prompts, In Queue & On Hold, Queues, Users, Reporting, Upgrade, and Support. Callout boxes point to specific features: 'Create multiple queues so callers always hear relevant content' points to the 'In Queue & On Hold' section; 'Customer initiated upgrade paths' points to the 'Upgrade' link in the sidebar; '10,000+ marketing messages included' points to the 'Marketing Messages' list; 'Fully customisable for a professional caller experience' points to the 'Compilation Options' section; and '350+ regularly updated licence free music tracks' points to the 'Streaming to queues' section.

Deliver auto-attendant, prompt recordings, in-queue and on-hold audio.

Via the portal, users select personalised prompts and messages, choosing from 300+ voice artists in 50+ languages, or hundreds of best of breed AI voices. Messages are mixed with licence-free music playlists, and your customers schedule when their messages should play.

The portal is designed to be entirely managed by your customers, but can also be managed by resellers, with changes taking effect in real-time.

Benefits

- Enable first class caller experiences
- Cloud-based SaaS platform, deployed in minutes
- Completes your proposition, whilst maximising margin and recurring revenues
- Easy upsell for existing customers and a powerful differentiator for new prospects
- Simple subscription plans to suit the smallest SME or the largest enterprise

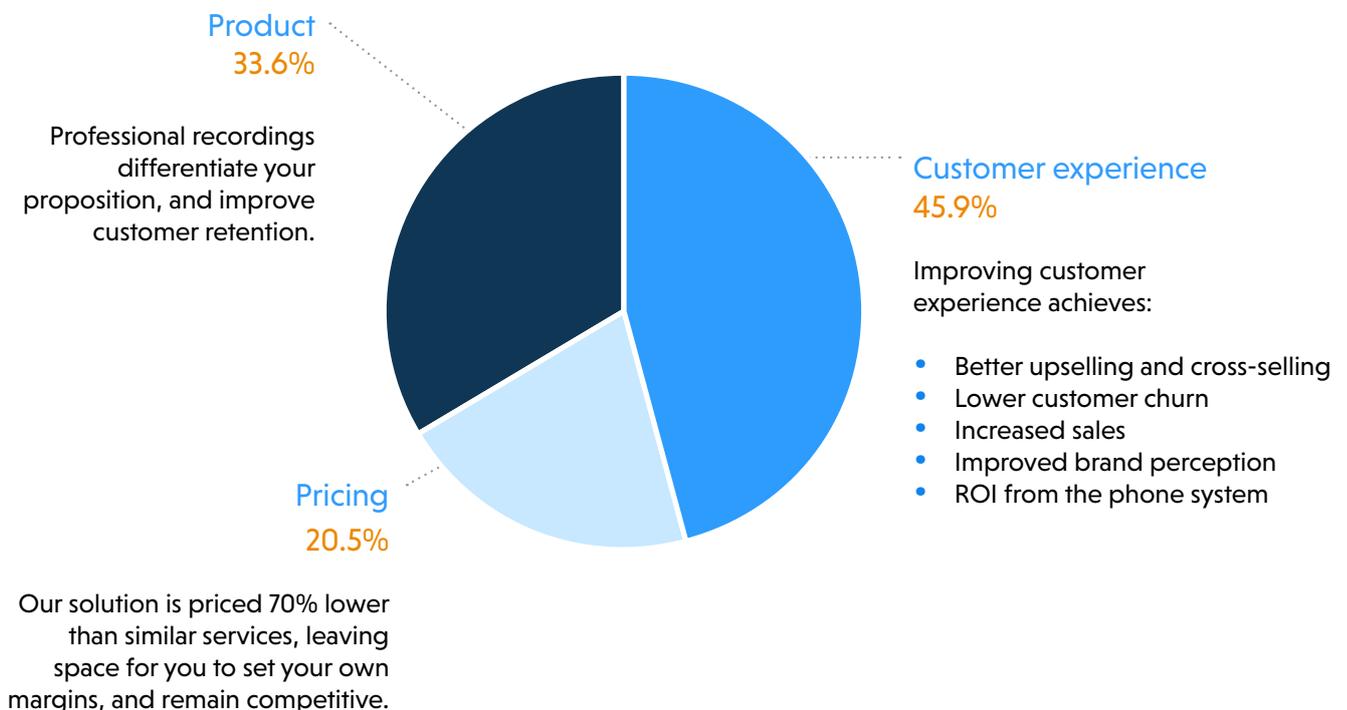
How important is CX?

A recent survey of almost 2,000 business professionals found that customer experience is the number one focus for almost 46% of businesses.*

A phone system is much more than a call routing technology, it's a customer interface. Even in today's market where the internet rules supreme, the most meaningful customer interaction is likely to be via phone, so getting the interaction right is critical. Callers need IVR menus that are easy to navigate, comfort messages that are genuinely empathetic, and marketing messages that are relevant.

By providing caller experience tools as part of your telephony proposition, you secure an additional, uncapped monthly recurring revenue stream, and help your customers improve customer retention, reduce caller abandonment and improve caller experience.

How can professional audio help with business priorities?



*Source: SuperOffice's 2021 study.

<https://www.superoffice.com/blog/customer-experience-statistics/>

Configuration guide

Once you've completed a five minute, one-off integration, your customers can manage what plays on their telephone system.

How to set up your integration:

1. Log in to 8x8 Admin Console
2. Click **Users**, and select the pencil to the right of the user you wish to edit
3. Go to **Music-on-hold Settings** and click **Change File**



4. Click **Create Audio Files** and in the menu, select **By Uploading an Audio File** and give your upload a title



5. Click the center of your screen or drag an audio file to the **Upload Your Audio File** window, and click then **Save**.

What ongoing support do customers need to manage their audio on an ongoing basis?

None! Using powerful AI integrations, PromptVoice writes bespoke scripts and pairs them with recommended voices and music choices. All scripts, music and voice choices remain fully editable so the user can tailor their audio to their precise needs.

What's more, our unique freemium model enables you to give every customer free access to basic functionality and take advantage of automated in-app emails, and smart upgrade paths, which encourage users to upgrade to paid subscriptions, growing your margin with no effort at all.

How easy is it for your customers to start using your portal?

Our nifty quickstart video helps get your customers up and running as quickly as possible. The portal is so intuitive that no end user training is required. **Talk to us!**

Case study

A telecoms reseller integrated PromptVoice with their VoIP platform to enhance their customers' productivity, and secure additional recurring revenue streams. This is how:

This reseller has been providing complete business communication solutions since 1986.

They are proud to have developed strong, long-standing customer relationships by helping businesses benefit from bespoke connectivity, mobile, and VoIP solutions.

The project

A loyal customer approached them in search of a new VoIP solution. In particular, they needed to boost productivity. Their VoIP system was selected due to its reliability and flexibility, plus its easy-to-use collaboration and customer experience tools.

Implementation

To enable better caller experiences, they partnered with PromptVoice to add professional audio as an integral part of their VoIP proposition.

Using this service, the end customer overhauled the IVR prompts used for call routing across all their office locations, and their other brands.

They chose PromptVoice's AI voices to record 276 bespoke, instantly available prompts. Additionally, they took advantage of PromptVoice's audio recording capabilities to create two queue experiences of expertly mixed on-hold music and marketing messages, which are now played to callers waiting in queue for two of their brands.

The outcomes

The reseller is now able to differentiate their telephony platform from competitors', and they benefit from an additional monthly recurring revenue stream.

Since partnering with PromptVoice, they have deployed the solution to further clients who have opted for subscription plans. In a matter of months, they signed up many other customers.

Why not talk to us about how you can win greater market share using the opportunity PromptVoice opens for 8x8 resellers?

[Email partners@promptvoice.com](mailto:partners@promptvoice.com)

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What are you waiting for? Get in touch with our team to activate your portal today.

Talk to us today about all the benefits of supplying professional prompts, in-queue and on-hold audio, as part of your core telephony proposition.

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