

Top Tips

We continue to learn as more activity is being run across different sectors, with varying objectives. We hope that clients will continue to share knowledge and feedback to us – so we can continue to develop our service to make it work even better in the future.

- The SMS alert should come from an organisation people have heard of ("UNICEF") - or an individual ("FredSmith") - but as you can only use up to 11 characters, and it has to be one word - and you don't have enough - then "Voicemail" can work very well, as it explains to the recipient that they have a voice message to pick up.
- Say enough in the SMS alert to get people to listen – but not too much – tease people to get them to listen to their voice message! Don't give too much detail away or confuse people.
- Using a celebrity name can double or triple listen rates – people want to hear what a celebrity supporting a charity, or perhaps a senior executive in the organisation has to say... and then make it very obvious that the message comes from them.
- Personalise the SMS alerts if you can - "*Fred, you've been left a message by David Beckham...*" it makes it seem more for them and special, and thus lifts listen rates. (see screen shot below for where the buttons are for doing this, when composing the text for your alert message).
- The voice message should sound natural – rather than being read from a script... perhaps draw up a set of points to get across/key words etc. – but then let the person do it in their own way. Keep it short and sweet if promoting something as people want to hear the information and then take action - don't have them switch off by boring them!
- If you are having a call to action after the message - i.e. perhaps you have set the message up so that the person can be put through to a designated number with one click - then mention this in the voice message - "*you can speak to one of our team, by choosing 2 after this message...*"
- Always play back the recording having done it - to check it sounds ok, and the signal has not dropped out for a second. It's easy to re-record it until you get it right.
- Ideally pre-record the message - but make sure that the format it has been recorded in "works" with CleverVoice - the best way is to send it to yourself, to test it out. Any issues then contact CleverVoice and we can convert it to a format that will work, i.e. a .wav format. (Guidance on formats is in our FAQs)

- If you want to put a URL in the message, best put it at the end of the alert SMS so it doesn't get in the way. Keeping things simple (i.e. just getting people to listen to their message) is often best. (In addition to the first area for putting your words in, there is a second one that you can edit – underneath the information that people get about how to access their message.

Home Message Options

Options for Message - senders reference (test)

Delay sending the message ? Approx. send time = Today at 11:08.

Send reminder text ?

▼ Change SMS alert sent to recipients

Edit SMS sent to recipients

Click to mail-merge from address book, if desired:

Recipient Full Name	Recipient First Name	Recipient Surname	Recipient Company/Other
Hi, here's more information about this weekend's special event! Please listen and then confirm you can make it from the options given afterwards. Many thanks, John Smith.			

To listen to your message call FREE (dial in number).

Enter optional text for the end of the message here...

► Select options for recipients at the end of the message

Next >

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Main free text here... you can mail-merge in details using buttons above the box

This box can also be edited to perhaps carry opt-out information or a URL

- When to send the messages? It depends on what it is about and obviously the urgency - but giving people time during the day to pick them up when convenient we think is best - perhaps early in the morning, maybe 10am. Best to avoid Fridays if possible - unless giving last minute instructions, ahead of a weekend event perhaps.
- Give people time to pick up the messages. If it is for an event, then send it a couple of days before – and certainly at least a day ahead - to maximise the chances of people listening.
- If you wish, you can set a reminder “nudge” to go out after 12 hours, 1 day, 3 or 5 days – those that haven’t listened to their message get a simple text saying they have an listened to message. These lift listen rates by c.25% - 30% above the original level.

If desired, you can set a reminder “nudge” to go out – just to those who haven’t listened



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More information and advice is available on the FAQs: <http://www.clevervoice.com/frequently-asked-questions/>

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