



PRESS RELEASE

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Global pharmaceutical company boosts internal communications through novel interactive voice message service.

Global pharmaceutical company Boehringer Ingelheim has dramatically improved communication with its field sales team after using a new innovative interactive voice message and text system.

The service from UK-based CleverVoice enables the company to send out an identical interactive voicemail to thousands of staff mobile phones, which recipients pick up when convenient and then respond.

The Director of Sales UK and Ireland at Boehringer Ingelheim, Lee Gittings, was looking to improve his connection to his sales teams, which are spread across the UK and Ireland, and also wanted to increase the “personal touch” to his messages, rather than via traditional email, which can easily become impersonal and overlooked in busy inboxes.

The advantage of CleverVoice is it enables the sender to save both time and money by recording just one voice message, which triggers a personalised SMS alert to be sent to as many staff as they need to contact – highlighting they have a voice message from the sender, and what it’s about. This they then listen to at their convenience during a busy day.

Following trials, messages - from general updates to more specific topics - have gone out to the whole field force and the results have shown consistently high listening rates and improved employee engagement.

The sender pays for the service on a low cost per message basis (a few pence), so avoiding set-up and licensing fees – and the recipient is not charged for listening to the message.

Messages can also be sent from outside the office, as the service is cloud-based. So, for example, with very urgent messages, such as in an emergency, team members can be contacted without anyone needing to be in an office.

Boehringer Ingelheim’s Director of Sales UK and Ireland Lee Gittings commented on CleverVoice:

“Having identified we had some challenges communicating effectively with the UK and Ireland sales teams, our Communications team highlighted the CleverVoice service as a possible solution. It immediately enabled me to share regular and engaging weekly updates with my field based colleagues, which in the past has been difficult to do due to their remoteness and the overreliance on using emails - which may lose impact within a busy inbox. Having a voice message which they

can listen to on their mobile phones, means they can access the message at a time convenient to them throughout the day. We are seeing a confirmed listen rate to my messages at 70% - much higher than traditional methods have delivered for us."

"It's easy to use for both me and the recipients of my messages. I particularly like how I can gather data: such as how many people have listened to my message. I have also sent out a survey using CleverVoice, and the vast majority of the field force finds this format of weekly updates very useful and engaging."

CleverVoice's CEO Keith Hawkins commented:

"CleverVoice is delighted to be working with such an innovative company as Boehringer Ingelheim, helping them improve their communications with a challenge that many large companies have with remote-based employees. The power of hearing a message from the person in their own words, coupled with the convenience and interactive options, make it a very useful tool for many organisations.

"We see listen rates that can be five times the usual open rates seen for emails sent by companies – and the voice messages are far more powerful.

"The messages can be simply recorded on a phone and sent out in immediately to thousands of recipients in one go – making it quick and simple – and it is free to recipients. The sender can instantly see not only who has listened, but also any choices made to any options given at the end of the message – making it perfect for simple surveys, to see if anyone would perhaps like more information or a call-back – or to be put straight through to a designated number, with one click".

.....ENDS.....

Notes:

CleverVoice is a UK company that offers an innovative voice messaging service to organisations to enable them to communicate better with their employees or customers. It harnesses the power of SMS alerts that can be sent to any mobile phone, linking to voice messages that can be picked up when convenient by recipients, if they wish. The recipients first see the SMS alert which tells them who the message is from and what the voice message is about – so they are in control of whether they want to listen or not. They can respond after listening to interactive options.

The messages are free to recipients and CleverVoice has proved to be a very cost-effective way for organisations to communicate powerfully and quickly – in a way that recipients find gives them control.

Message listen rates can be up to five times what might be expected for comparable emails sent to customers or employees and cost just a few pence to send.

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Photograph: Lee Gittings, Director of Sales UK and Ireland, Boehringer Ingelheim Ltd.

