



PhoneTouch® broadcasts recorded telephone messages to your customers. Targeted messages are delivered to both answering machines and live answers, using professionally scripted and recorded voice messages. PhoneTouch® differentiates whether an answering machine or person answers the call and delivers the appropriate message. PhoneTouch® is a flexible and cost-effective marketing tool.

Patriot Communications can deliver over 100,000 PhoneTouch® messages per hour.

Contact Tactics

- Contact Existing Customers
- Retention Programs
- Customer Appreciation
- Collection Efforts
- Special Announcements
- Sales Events

Industry research shows that only 20% of direct mail actually is opened by the intended recipients. Effective message broadcasting – PhoneTouch® – yields up to three times the response rate of direct mail, but at only a fraction of the cost.

Customize Your Messages

- Message Length: a maximum of 30-seconds is recommended
- Message Delivery Options: send different messages to answering machines and live answers
- Immediate Connect: connect live answers to your customer service representatives
- Record Attention Getting Messages from a Celebrity, Athlete or Spokesperson
- Tailor Outgoing Messages: use multiple messages depending on delivery options, geographic area or target audience
- Multiple Languages

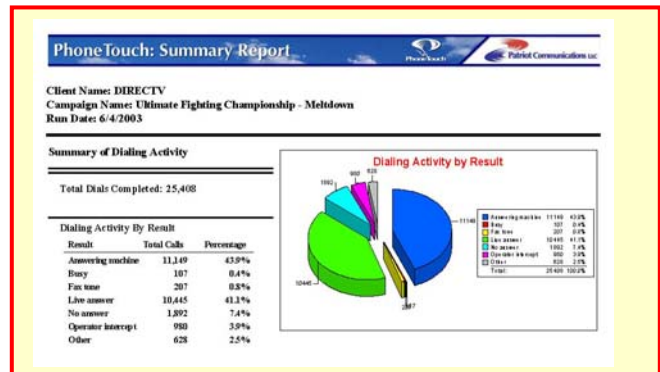
Patriot is dedicated to developing messages that are both targeted and captivating. Like any advertising medium, PhoneTouch® should be tested to determine the best overall strategy and achieve maximum results.

Reporting

Review your PhoneTouch® call activity and query reports and campaigns via our online reporting.

Compliance

Patriot complies with the Federal Communications Commission (FCC), Telephone Consumer Protection Act (TCPA), Federal Trade Commission (FTC) and individual state guidelines and policies regarding outbound telephone calls. Patriot subscribes to and utilizes all available federal and state do-not-call databases. In addition, Patriot maintains an in-house database of reported telephone numbers from consumers who have contacted Patriot and its clients directly.



About Patriot Communications

Patriot is a leading provider of on-demand interactive telecommunications services, database management and Internet solutions. Patriot operates a state-of-the-art communications network that hosts an array of feature-rich enhanced IVR services, dealer locator applications and telephone message broadcasting. Patriot's web-based reporting tools allow customers to interact with their consumer data and access sales, marketing and demographic information. In addition, Patriot offers traditional media, telemarketing, and direct marketing services. For more information, please call 1-888-833-4711, or logon to www.patriot.com.

