



Overview of Services

- **Legislative Patch-Through.** Armed with talking points, Spoken Hub connects activists to their legislators. We calibrate the volume of outbound calls to capacity in the legislative office. This minimizes busy signals and hold times.
- **Recording Capture and Delivery.** Spoken Hub records the voices of your activists, and then, one at a time, manually listens to all the recordings and flags the most compelling -- a “controlled grassroots” campaign. We then deliver articulate voices that are on message to your legislative targets, within days of the call, at a strategic moment in your campaign.
- **Inbound Call Hotline.** With a toll-free number, you provide a straightforward, direct response channel that allows your supporter to self-select. When published on ads or direct marketing materials, call volume helps you track the response to your media campaigns. Toll-free numbers can spread virally as well, as your supporters enlist their friends to do your work for you.
- **Crowd Building.** Wherever you want a large crowd to gather, Spoken Hub will find your target attendees and alert them so they know about the event: when to go, why to go, and where to go. These are interactive calls which return to you lists of RSVPs, and they can give attendees detailed information if they ask for it.
- **Interactive Survey.** Use an interactive call to survey target audiences about important issues or to find out more about their interests so you can communicate with them more precisely next time.
- **Mail Sandwich.** Sandwich your direct mail with a pre-call and a follow-up call. Direct mail sandwich alerts your target audience that a letter from you is coming. The pre-call tells your recipient what to look for, why it’s important, and how to follow up. A follow-up call will remind your recipient to take action. Mail sandwich programs have improved the effectiveness of clients’ mail campaigns by 75%.
- **HUButtonSM.** Spoken Hub can place a button on your website to prompt activists to enter their telephone number to immediately receive a phone call that would allow them to take an action of the your choosing (e.g., patch-through to a member of congress or to a call center, complete a survey, sign up to help). Use of the HUButtonSM can grow virally because it provides an option to forward the link to friends.
- **Virtual Town Hall.** Our sophisticated Virtual Town Hall is like an electronic auditorium for supporters or groups that you wish to bring together. It lets participants – tens of thousands at a time – hear you speak, listen to questions, and exchange ideas.

www.spokenhub.com

For more information, please call 866-487-1713 or email contact@spokenhub.com

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Ahead of the curve

As a grassroots technology leader, Spoken Hub has developed a proprietary set of tools to help its clients use the telephone to communicate faster and more reliably than ever before.

Results

- Spoken Hub's interactive programs deliver **uncommonly high response rates**.
- **Our technology** allows comprehensive control over a program—clients can speed up, slow down, change messages, and change the direction of programs to maximize results.
- By identifying the ***exact word*** that causes people to lose interest in a message, Spoken Hub can test and deliver a script that effectively engages the targeted audience.

Reliability

- Our infrastructure is reliable. **We run our programs in house on our own network.** Most auto call vendors cannot provide the end customer the same level of accountability or quality control.
- **Our internal controls** are unmatched.
- **You can count on our people.** Spoken Hub professionals have run national and local programs. We have the experience to get the job done right.

Service

- We provide **wall-to-wall client service**. We help develop your scripts, we run your program, and we deliver your final analysis.
- Spoken Hub can execute a program on a dime—with a recorded script and data, your calls can be going out on short notice.
- We run jobs and service clients seven days a week.

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