

newsworthy trends

Businesses Use Voice To Interact With Online Customers

(NAPS)—Internet Voice Services have begun to radically change the way people communicate. Already millions of consumers around the world are using their PCs to make inexpensive and even free phone calls to friends and loved ones. Many consumers have also picked up on the free, innovative voice products such as electronic greeting cards that include personalized voice messages, and e-mails that convey thoughts through voice rather than text.

Businesses are starting to dial into the cost savings and improved customer interaction available online, as well. As Net surfers become increasingly savvy and the market becomes more competitive, businesses are searching for more ways to attract new customers, keep their attention and increase overall sales. There are a number of services that have recently hit the market which are now helping businesses achieve these goals. For example, businesses offer consumers the ability to hear pre-recorded voice descriptions of certain products and services and customers can instantly talk to a customer service representative whenever they have questions or problems while visiting a site. Businesses can even re-route expensive long distance calls from traditional phone wires to the Internet for considerable cost savings, without sacrificing quality.

One new service from MediaRing, called VoizLetter Pro, is considered the e-mail newsletter for

The screenshot shows the website for mediaring.com. At the top, there is a navigation bar with the text "Voicemail it's easy it's fun it's free". Below this, the main content area is divided into two columns. The left column is titled "Owner Privileges HotDeals" and features a sub-heading "Monitor and Scanner Specials". It promotes a "15" Flat Panel Monitor for just \$199, a savings of \$250, and includes a "Buy Now!" button. The right column is titled "Download Mediating Talk" and features a "Call Here to Connect" button. At the bottom of the right column, there is a "Voicemail HOME" link and a "How to send Voicemail" link. The IBM logo is visible in the top left corner of the page.

E-mails that talk are getting a stamp of approval from consumers.

the 21st century. It allows businesses to literally speak to their audiences through a streaming audio message that is attached in a customer's e-mail. Voice brings boring text e-mail messages to life and adds that personal touch missing in many of today's direct e-mail campaigns.

Not only do such services provide a fun and interactive way for businesses to alert customers about sales and promotions, but consumers can also save time and money by accessing customer service directly through their PCs. These new and inexpensive Internet Voice Services promise to reap huge benefits for businesses in cost savings as well as through improved customer interest and loyalty.

To find out more about exciting new Internet Voice Services, businesses and consumers can visit www.mediaring.com.