# Political Outreach Solutions

VoterCall specializes in live and automated telephone calling for political programs at the city, state and nationwide level. With over 40 years of teleservices experience, we are equipped with a high quality veteran leadership team of professionals to help you plan and execute your phone outreach efforts.

We function as your call strategy management team and are ready to serve you and the needs of your clients with over 300 agents nationwide. From early stage voter ID calling to mobilizing voters on Election Day with our get out to vote projects, we can cover your entire campaign.

**We collaborate directly with political consultants to execute winning outreach projects**.

VoterCall is proud of the team approach and our willingness to quickly turnaround and respond to the client needs quickly and swiftly with our 3.3 program. This allows us to be in the field within 3 hours of receiving the material and to send data back within 3 hours of the last phone call. The VoterCall Political Team will work closely with you to design a targeted program to increase the success of your client's objectives.

We are teleservices experts, allow us to clarify your calling strategy.

# The VoterCall Difference

**Targeting, Message Development and the Contact Pattern**: At the heart of an effective campaign is a strong message. Yet, there is no one message that will persuade all people, even on the most compelling issues. Instead, the strength of a message is its appeal to the values of a particular group and when communicated, repeatedly, using the language of that audience.

Our strength is employing our targeted direct and interactive contact programs to persuade voters to action. After identifying segments of the population who are fair minded about a candidate, we use repeated, complementary communications – using the language and values of each targeted group – to invest supporters in our campaign so that turnout is maximized. We seek to build upon the programs of the other communications mediums – paid and earned media, online, direct mail, text, field, etc. – to generate a complementary and cumulative impact of all messaging contacts.

VoterCall utilizes available demographic and attitudinal information to segment a population into a small number of distinct message groups. Determinant factors of each group are assessed, influential values and language for a group are identified, and a "case" on the issue is formulated for each group. These cases are tested through internal focus groups and other means, and revised throughout the campaign as new data is collected and results analyzed.

Messages are crafted to create a relationship with the voter and to allow for interaction wherever possible. The result is a communication strategy driven by empirical data, and tempered by years of experience, that is persuasive, efficient, and integrated with other campaign communication activities.

**Services:**
Voter ID
Voter Persuasion
GOTV
Micro Targeting
Patch Through
Public Opinion Polls
Robo Call
SMS/Text
IVR (Interactive Voice Response)

**Locations:** 100% USA based with over 400 agents in New Jersey, Florida, California, Kansas, Iowa, and Illinois.

**Hours of Operations:** 24/7 Coverage ability

**Experience:** City, State and National races. Presidential, Mayoral and Congressional Campaigns, State Senate/Assembly, Ballot Initiatives and Propositions, Union, Associations and Political Action Committees (PACs)

**Languages:** English, Spanish (3 versions), Cantonese, Mandarin, Hindi, Tagalog, Korean

## Calling Capacity

Depending on the time of the year, we have access to 300-360 agents who generate or receive over 100,000 live calls a day and over 1 million automated calls a day. Furthermore, longtime and trusted relationships with partner call centers across the country make our capacity virtually limitless. All programs are managed in the same manner, with on-site and remote monitoring capabilities.

## Reporting of Calling Results

Statistical results of the calls will be emailed to you (and your designees) the morning after the prior day's calling. These statistical reports are produced in an Excel spreadsheet and will reflect daily and cumulative results of that specific calling program. Information contained in the stats includes the number (and percentage) of responses to questions asked in the script as well as information for other dispositions such as disconnected numbers, not voting, already voted, refused to answer, wrong number, do not call, etc. The daily stats will also contain a financial tab indicating the amount of money that has been spent for the calls to date and the amount that remains to be spent from that program's budget.

## Data Exchange/Return

Our team of IT specialists can work with almost every data processing platform and software including MS SQL, .xls, .csv, .txt, and .dbf. Once a calling program is complete we will return the data to you maintaining its original format with new fields added for the results (dispositions) of our calls. Included in the return is a key for the fields to ensure they are understood by your team. Data can be received/returned via email, your ftp site, our ftp, or we can follow any data exchange process that works best for you.

## Monitoring Calls & Quality Assurance

**Client Monitoring**

VoterCall not only offers our clients the ability to monitor calls, we invite this opportunity to ensure our clients are completely satisfied with the work that is being done and to provide our clients with the chance to hear how their messaging is being received by voters first hand. We also welcome you to visit our call centers.

**Internal Monitoring**

Internal monitoring of our calls is implemented by our floor supervisors, Quality Assurance Agents, our call center managers, and your Client Services Manager. Each agent is internally monitored three times each shift, every day. This redundancy ensures optimal accuracy and quality.

**Floor Supervisors**

Agents are monitored on the call center floor by floor supervisors who ensure the agents are correctly reading the scripts and assist when any questions arise. We ensure a minimum of 1 floor supervisor for every 8 to 10 agents at all times. Floor supervisors monitor computer screens for each agent to assess, from a statistical perspective, call dispositions; voter responses; and the accuracy of the Agent's data capturing. Floor supervisors also produce reports throughout the calling shifts to monitor progress and manage the list being dialed.

**Quality Assurance Agents**

In addition to floor supervisors, we employ specially trained Quality Assurance Agents whose sole job is to listen to and monitor the agents on individual telephone calls to ensure overall interviewing quality. Every single agent is monitored using software-based tools and no less than 1 quality assurance staff member is assigned to every 16 to 20 agents at all times. The quality assurance staff is specifically trained to monitor and listen to all agents so that the message is administered correctly and all responses are captured and recorded accurately.

Monitoring includes assessment of voice quality, listening ability, the delivery of the scripted message, and that appropriate responses are being provided to questions asked by the callee.

## Agent Training

The core of our business is what takes place on our call center floors and how well our agents are equipped to do their job on each telephone call. Our combination of hiring criteria and an extensive, on-going training program ensures our agents are skilled professionals. Any new hire must first pass an orientation which includes the following tests – reading, listening, enunciation, and a final test designed to gauge overall communication ability through role-playing a typical scenario they might experience.

Subsequently, we continuously work with all agents to ensure and improve their ability and that they convey the message with conviction. Before any program begins, our agents are instructed in tone of voice, reading in a conversational manner, initiating a dialogue, and problem solving. We then walk through the script and cover dispositions, pronunciations, and any program specific information our clients provide that will give context to the purpose of the call. Once a program is live, quality control is implemented by our floor supervisors, Quality Assurance Agents, our call center managers, and your Client Services Manager.

## Pricing

**Live Calls**

| Length Of Script | Price Per Call Any Adult | Price Per Call Specific |
|---|---|---|
| 30 Seconds | $0.45 | $0.55 |
| 45 Seconds | $0.55 | $0.70 |
| 60 Seconds | $0.75 | $0.90 |
| 90 Seconds | $1.10 | $1.35 |

**GOTV Calls – Robo**

Set-up and Programming Charge - $150
30 second maximum recording – up to $.03 per record  (Volume based)

**Automated IVR Calls (press 1)**

Through IVR, an automated call can use a well-scripted and branched voice response system. The audience can be delivered several messages such as press 1 if you support candidate X, press 2 to volunteer, etc.

Minimum Charge - $500

IVR Set-up Fee - $500+ based on complexity

Usage Charge - $0.12 per connected minute (min. $.04/ connect)

Record and Capture - $1.50 per recording plus

**Patch Throughs**

Program Set-up Fee - $500 (waived if cost exceeds $2500)

Completed Call Charge - Same as above pricing for live calls

Patch Through Charge - $2.50-$6.50 per (depends on awareness level & likelihood of a PT)

For all other pricing info please give us a call.