

Application Note 113: Notify: Instructions for Contacts

The success of your company's notification campaigns depends on whether or not your contacts are prepared to receive your campaign messages.

This document reviews things you can do to prepare your contacts for successfully receiving campaign messages. Also included is a sample “things to know” card that you can pass out to contacts.

Campaign Success Depends on Preparation

The success of your company's notification campaigns depends on whether or not your contacts listen to your campaign messages. If contacts forget that they are on a contact list and hang up thinking that Notify is a telemarketer, your campaign will not be effective even though Notify has successfully reached everyone on the contact list.

You must take time to carefully plan how to prepare your contacts for getting Notify messages. This is especially critical if contacts are alerted infrequently.

Here are some things to consider telling contacts *before* a campaign is run:

- The purpose of the system. Explain why, when, and how the system will be used, what type of messages contacts should expect, and what type of response is required of them.
- The name of the system. Contacts should immediately recognize the caller ID display on their phone. Contacts should also immediately recognize the voice message introduction (the default is “Hello, this is Notify”). This introduction may be changed by your system administrator to your company’s name, for example. For more information, contact your system administrator.
- What to tell others. Contacts need to inform anyone who may answer their phone about Notify and its introduction. Grandparents, children, house guests, etc. must know what to do if they answer the phone and it is a message from Notify.
- Acknowledgment codes. Contacts need to know their code and how to enter it (i.e., if the code is alphanumeric, they should use the phone keypad to spell out the code; if a space is in the code, they should press 0 (zero) in its place). Explain the security and tracking aspects of acknowledgment codes as used by your campaigns.

Notify: Instructions for Contacts (Cont.)

- The name of the email profile that sends Notify emails and SMS text messages. Contacts must easily recognize the sender of emergency emails and mobile phone text messages. For more information, contact your system administrator.
- Any conventions or codes used for numeric pager messages.
- Phone numbers for call-in campaigns. How will contacts know which number to call? What should contacts do if they cannot retrieve the campaign message (for example, if they call after the campaign has stopped).
- What to do if contacts need help. For example, who should they call if they want to change their acknowledgment code or a phone number.

Sample Card for Contacts

The following instructions card for contacts is provided as a sample for you to customize for your contacts. For example, add your company logo, cut out sections that don't apply, and insert your company information.

Notify: Instructions for Contacts (Cont.)

NOTIFY

CompanyXYZ Notification System

Receiving Messages:

1. When you answer a call from Notify, you hear: "Hello. This is Notify."
2. When prompted, enter your acknowledgment code.
3. After listening to the message, enter 1 to accept the message or 2 to reject the message. Then hang up.

Notes:

- Acknowledgment codes ensure the security of the Notify system. Do not divulge or write down your acknowledgment code. Do not use an acknowledgment code that is not yours.
- If your acknowledgment code is alphanumeric, use the phone keypad to spell out the code. If a space is in your acknowledgment code, press zero (0) in its place.
- If a prompt is played and you do not respond, the prompt is played again. If there is still no response, you will be disconnected.
- Instruct others who may answer your phone and receive a call from Notify how to respond.

Calling In to Get Messages:

To get the current message for the _____ campaign, call: _____

To get the current message for the _____ campaign, call: _____

To get the current message for the _____ campaign, call: _____

If you receive a page or email, call the number indicated to get the current message.

1. When prompted, enter your acknowledgment code.
2. After listening to the message, enter 1 to accept the message or 2 to reject the message. Then hang up.

Notes:

- Emails from Notify are From: "CompanyXYZ Notify System"
- Pager messages only provide the Notify phone number to call. You must call the number to get the message.
- If you need to listen to the message again after hanging up, you can call in again. However, you cannot change your accept or reject message status.

Stay Prepared!

Periodically review the Notification System message introduction with children and others who may answer your phone and receive a call from Notify.

When there are any changes to your phone numbers or how you use them, please contact John at x1234.

Need Help?

Call: 555-1234

Email: NotifyHelpDesk@CompanyXYZ.com