

# SNOOZESTER BUSINESS SOLUTIONS



*Snoozester helps businesses reach out to current and prospective customers using interactive technology*



<http://business.snoozester.com>  
202.517.1602 ex 8000

**Snoozester creates innovative solutions that help increase *product, brand, event and cause awareness.***

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## **Snoozester Business Solutions Help**

- ✔ Promote your brand
- ✔ Launch new products
- ✔ Increase distribution by offering sweepstakes and giveaways to your customers
- ✔ Integrate phone, SMS, and email functionality into your applications via the Snoozester API
- ✔ Improve employee productivity or customer engagement with a branded wake up and reminder call service for your organization

# MARKETING CAMPAIGNS THAT HELP PROMOTE YOUR BRAND

## PRODUCT LAUNCH

Snoozester helps companies launch new products by creating interactive launch campaigns. A typical Snoozester launch campaign consists of a branded wake up call or reminder call service that is integrated into the product's website. Customers can schedule calls online and receive them on their phones.

The call audio can be the voice of a celebrity or you can choose from a pool of Snoozester's voiceover talent professionals. The campaign helps your customers get involved and increases your brand awareness.



## GIVEAWAYS & SWEEPSTAKES

Increase distribution and sales by running a phone or SMS sweepstakes campaign. Snoozester creates and manages giveaways and sweepstakes marketing promotions. Snoozester hosts the system that your customers use in order to participate in the promotion. The campaign is geared towards increasing distribution of your exciting products and strengthening your brand's awareness. Sweepstakes campaigns are tailored to each client's needs.

# ADD PHONE CAPABILITIES TO YOUR APPLICATIONS

## SNOOZESTER API

Snoozester offers an Application Programming Interface (API) that can be used to integrate Snoozester's capabilities into your existing systems. You can use the Snoozester phone API to add pre-recorded or text-to-speech outbound phone call capabilities to your applications. The Snoozester API is easy to set up and Snoozester provides all the documentation and support you need for the integration.

## WHITE-LABELED WAKE UP CALL / REMINDER SERVICE

Snoozester offers a white labeled version of the popular Snoozester.com service. Your organization can customize the service and offer branded wake up / reminder calls to your staff or your customers. For more information about the Snoozester Corporate Wake Up Call / Reminder Call Service, please visit: [corporate.snoozester.com](http://corporate.snoozester.com)



“*Snoozester expertly handled all aspects of this promotion. In only seven hours, they built a custom program for us from scratch. They listened, they committed to the project, and they over-delivered. I can't say enough about their high level of customer service. I would use Snoozester again in a heartbeat.*”

Willie Wilkov  
Senior Director,  
Promotions and Marketing  
Chicago Sun-Times News Group

## REMINDERS

Snoozester Reminders are automated telephone calls that play a short message containing a reminder or notification.



You can leverage Snoozester reminders to market a new product or inform customers about an upcoming sale. If your organization interacts with customers during scheduled appointments, you can use Snoozester reminders can to decrease your "no show rate" by helping customers remember their appointments.

Snoozester Reminders are completely customizable to meet your organization's needs. You can configure your Snoozester Reminders to play a general prerecorded message to all recipients or to deliver customer-specific information (using Snoozester's advanced text-to-speech engine). If you would like your reminder calls to play a prerecorded message, you can choose to record the message yourself so that your customers hear a familiar voice when they answer the call; or you can opt to have Snoozester professionally record the message based on your script and voice-talent guidelines.

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“ Our overall experience with Snoozester was fantastic. Their team was easy to work with and provided us with all the information we needed to incorporate them into our larger campaign. The Snoozester product is easy to use and in conjunction with the company's reliability and responsiveness made Snoozester an ideal partner. ”

Meghan Schleich, Director of Client Services, VerveLife

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## PROVEN PLATFORM

Founded in January, 2005, Snoozester has built a proprietary, scalable notification platform: the Snoozester Engine. This platform is used by the popular Snoozester.com consumer service as well as Snoozester Business Solutions to deliver millions of phone notifications to customers in United States and Canada. Snoozester has a highly available network infrastructure strategically located in secure data centers in New York, Virginia, Texas, California, and Florida. You can rely on Snoozester's expertise in developing, hosting and the integration of a custom solution for your organization.



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Contact your Snoozester representative to learn how Snoozester can help make your product more **successful**.

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