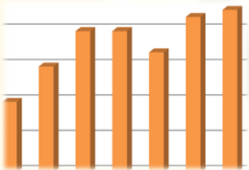


## Offer more ways to respond, engage people and integrate phone and web to generate higher participation levels and improve your overall program results.



With an IVR/Web Solution from Wessan, respondents can participate via the phone OR the web OR both. They can personalize their own project, send it on to others and will be completely entertained in the process.



### Viral Marketing Tool

Our IVR/Web Solution is a viral marketing tool – your program will suddenly get a life of its own and will spread like a virus. Everyone will want to see it and when they do, they will all want to share it.



### High Response/Participation

By allowing your program participants the opportunity to respond via multiple channels, you will experience a higher than average participation to your program resulting in higher than average response rates.

### One Collaborative Database

Regardless of the source, this application collects, disseminates, manages and merges the data into a single collaborative database. As a result, you will have access to all of your response data in one location.

### Features:

- System Integration
- Database Collaboration
- Comprehensive Site Reporting

### Applications:

- Contests / Sweepstakes
- Information Requests
- Product Promotions



INNOVATIVE  
POWERFUL  
EXPERIENCED

### Benefits of Wessan IVR/Web:

- Multiple response channels
- High participation levels
- Complete Integration
- All data in one location
- Real-time program data
- Results available 24/7

ivr/web

Call 800-468-7800 or visit [wessan.com](http://wessan.com)  
for more information.