



FREEDOMVOICE
SYSTEMSSM

CASE STUDY – Marketing Services Provider

COMPANY: PNZ Management Services, Howell, NJ

CONTACT: Pat Necerato, President

MARKETSPACE: Marketing Services

THE CHALLENGE:

Since 1997, PNZ Management Services has provided a wide range of marketing services to hundreds of entrepreneurs both domestically and internationally. Businesses such as dental and chiropractic offices, health clubs, personal trainers and others looked to Pat Necerato and his team to help build awareness and win customers.

“We’re a full-service marketing management organization,” said Necerato. “For us to grow new business we needed to offer additional value to our clients – mostly small businesses.”

Pat knew his clients required a way to gauge their marketing effectiveness. He heard of companies spending thousands or even tens of thousands of dollars on campaigns that simply didn’t work. Worse, they didn’t even know it.

A second critical issue for PNZ clients was their size, typically 1 or 2 people deep. Being on the phone with one caller cost them the ability to answer other callers. Leads and potential sales were lost.

That’s when Pat heard about FreedomVOICE Systems. Suddenly, value had a name.

THE SOLUTION:

Pat realized a FreedomVOICE toll-free number voice system, pre-loaded with informational and promotional messages for each of his clients, would be the ideal solution. Easily adaptable, it could be employed on short notice as new PNZ clients came on board.

Each of Pat's accounts is given a unique toll-free number used only in response to advertising campaigns. Callers hear recorded information, can request information faxed back to them or leave a message.

All calls captured by the FreedomVOICE system are delivered instantly via email, with the voicemail audio file attached, to the appropriate business. Each is set up with a unique password and access to the system's WebLINK Internet Control Panel for call reporting purposes such as number of calls, phone number of each caller, including hang ups, and the like. By seeing the relative response to different promotional efforts, Pat's clients can track marketing effectiveness.

By offering recorded or faxed information, the voice system allows these small companies to be on the phone with one caller, while providing worthwhile information to other callers. Messages are captured for convenient call back.

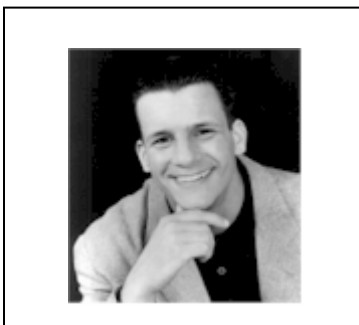
"It's a simple solution," said Necerato. "As a service provider, PNZ is more valuable to our customers. They tend to stay with us longer because they like the convenience of the toll-free number for their businesses. They tell us their customers are more apt to call if there is a toll-free number and feel more comfortable asking for information if they don't have to speak with a salesman."

THE BENEFIT:

For Pat's clients, being able to effortlessly obtain leads is as easy as checking email. Each marketing campaign can be tracked for effectiveness by the number of leads it generates.

For PNZ Management Services, offering the toll-free capabilities of the FreedomVOICE custom configured system has increased client retention and added value to the company's overall services.

For more information about how FreedomVOICE Systems can configure communications tools that will benefit your business, call us at 800-477-1477 or visit www.freedomvoice.com.



**PNZ
Management**

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