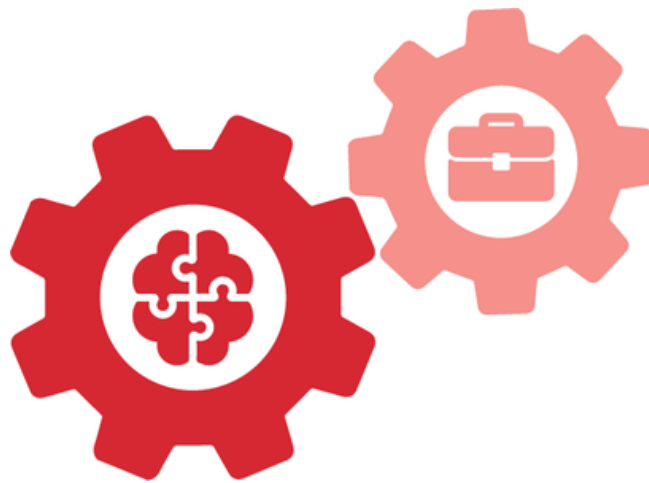




How the Integration of Artificial Intelligence Can Boost Your Small Business



Time is money and every small business owner knows that every minute counts when you are vying for growth in order to stay alive or thrive in business. How you use time or automation tools to expand it, could mean the difference between success and failure.

With an AI-powered communications platform, you can do more with less time, which means saving precious hours that business owners desperately need. By automating calls, marketing campaigns, customer success calls, and even inbound messaging, you can eliminate the time-consuming tasks and focus on making money.

How Does Artificial Intelligence Help Small Businesses?

AI is especially effective for small businesses that don't have the budget to afford a full staff, or find themselves working 60 hours a week to try to accomplish everything they need to do.

The sophisticated capabilities of AI, once reserved for big name corporations, are **now more accessible to smaller businesses** without the heavy lift or expensive cost. Now, small businesses can use AI to do all kinds of complicated tasks that would otherwise have to be done manually, or not at all.



AI-powered business phone system, like VOXOX, is designed to offer automated engagement with the following capabilities:

For calling:

- ✓ Utilize virtual receptionists that answer your calls when you're unavailable
- ✓ Enable callers to text a keyword to find the answer to their request
- ✓ Transcribe voicemails to text to easily and quickly review customer requests
- ✓ Automatically forward callers to the right person on your team

For texting:

- ✓ Analyzing messages' content to understand the nuances of natural speech
- ✓ Matching the flow of a message for a humanlike response
- ✓ Writing and timing messages so that they're more likely to be read
- ✓ Answering customer questions and scheduling appointments

THE VOXOX DIFFERENCE

Our team of data engineers has analyzed the data of billions of text and voice messages to develop AI-powered automation solutions that operate on the 5G network, all in one easy-to-use platform.

What is one of the best & easiest ways for small businesses to implement AI?



The best AI tools for small businesses are to set up an intuitive virtual receptionist and an SMS automation software.

With AI-powered voice automation, your virtual receptionist will answer calls, route them to the right location, deliver text-generated messages, and even integrate SMS segmentation.

Why integrate both voice communications and SMS? Check out these statistics about SMS marketing:

- ✓ 70% of consumers are comfortable receiving texts from businesses with given consent
- ✓ 45% of consumers have said they chose a product or brand after receiving a text
- ✓ Nearly 50 million people chose to receive texts from businesses in 2020
- ✓ 60% of consumers open texts within 1 to 5 minutes of receiving them
- ✓ 66% of Americans check their phones on average 160 times per day
- ✓ 97% of Americans use texting at least once per day
- ✓ 82% of consumers open every text they receive
- ✓ Text marketing has a 98% open rate



6 Benefits of AI-Powered Voice & Text Marketing

1

Know Your Customers

AI lets you track your customers' behaviors, (for example, how they respond to your text campaigns), so you can see what's working and what's not and change it up accordingly.

2

Save Time

The simple nature of AI-powered SMS allows you to efficiently set up powerful campaigns, so you can free up hours of effort that would have otherwise been spent on another form of marketing, but with way weaker and more inconsistent results.

3

It's What Your Customers Want!

64% of consumers have said they think businesses should contact them by SMS more often. And 75% want to receive special offers via text.

4

Respond Faster, Better & Never Miss a Call

AI SMS chatbots are designed to respond to customer requests instantly and in a natural, human-like manner. Plus, these AI-powered chatbots conveniently save information so both you and the customer can access their previous requests at any time.

Additionally, virtual receptionists ensure you never miss a call, so you never miss an opportunity!

5

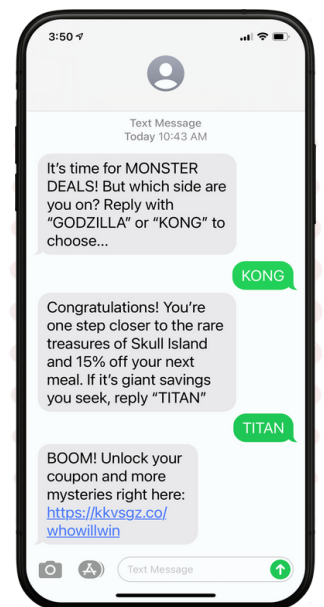
Handle More Customer Requests at Once

AI is not overwhelmed by requests the same way you might be after a long week of work. AI-powered virtual receptionists and SMS automation can handle large volumes of requests simultaneously, answering common customer questions based on programmed keywords while you focus on other efforts.

6

Interact With Customers More Consistently

AI-powered two-way SMS messaging is an easy way for you to maintain more consistent interactions with your customers. You can send automated polls, competitions, and quick surveys to your customers to help you figure out what you're doing right as well as to show that you value their input. Plus, you are able to gather information about their interests and what they want to see more of from your brand.



Best AI-Powered Phone Features for Small Businesses



1. Audience Segmentation

Audience segmentation using AI-powered SMS allows you to prioritize quality over quantity in your messaging. It works by enabling customers to text a specific keyword based on their interests, age group, location or other criteria.

AI will then segment the customers into groups so you can send highly tailored messages based on prior consumer habits and other data.



2. Virtual Receptionists

As a busy small business owner, it's difficult to answer every call, every time. This can lead to a great deal of missed opportunities and lost revenue. With virtual receptionists, you can make sure every call that comes through to your business phone is answered and handled with TLC.

You can set up your virtual receptionists according to your specific business needs. For example, enable customers to click a specific number to reach a certain person on your team, hear your business hours or enable them to text a keyword to your business number for another request.



3. Conversational Two-Way Messaging

75% of consumers aged 44 and younger enjoy communicating with businesses via text - Startup Bonsai

AI-powered two-way messaging enables businesses to open up the door to receiving responses, questions and requests via text messaging. This helps to elevate the customer experience by offering a more natural and convenient way for your base to reach you.



4. Scheduled Texts and Autoresponders

Schedule specific text workflows ahead of time that automatically go out to your clients or customers when they complete a certain action or text their way into one of your segmented customer groups.

AI autoresponders help you stay on top of all correspondences. Never miss an opportunity by ensuring each customer message or question is responded to in a timely manner.



5. Automated Text Drip Campaigns

Automated text drip campaigns allow you to maintain consistent contact with your customer without having to lift a finger. As you gain SMS subscribers and segment them into lists, you can set up AI-powered drip campaigns that will automatically send personalized texts on a schedule of your choosing.



6. AI Chatbots

AI for small business marketing and SMS makes it possible for your customers to reach your business via their preferred communication channel and find the information they need via an AI-powered chatbot.

VoxDirect's very own VOXA is an AI-powered chatbot that can help businesses provide better customer support and elevate the customer experience.

Meet VOXA

by VoxDirect

Ever wish you could clone yourself to get the job done faster, without having to tell someone else how to do it?

While we can't offer cloning (yet) we can hook you up with the next best thing - your own Intelligent Assistant.



Small business owners, meet VOXA

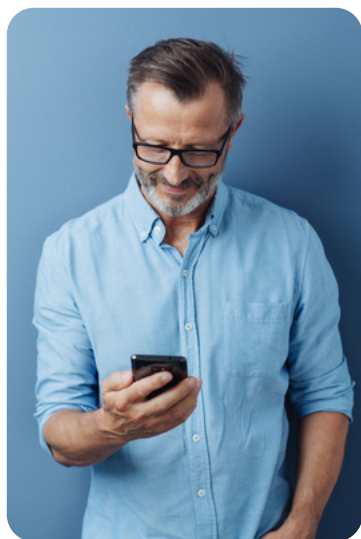
VOXA is an extension of your team that leverages AI to interact with customers just like you would. Our intelligent assistant is easy to set up, with no IT experience required and works to:

- ✓ Communicate with customers through interactive messaging over most text and messaging platforms
- ✓ Answer questions for you through a website-enabled Chatbot
- ✓ Continuously adapt as it learns your business

Let VOXOX lead your small business into the AI 5G-enabled communications space.

Although AI has gained public trust and high-level support, some businesses are still hesitant to change their current practice models.

Take this quiz to see if your business could benefit from integrating your current practices with VOXOX's 5G-AI communications and marketing software.



- Do you want to stand out?
- Are you doing your business's marketing on your own?
- Do you struggle with finding enough hours in the day?
- Do you wish you could spend more time on marketing without taking away from other obligations?
- Are you manually doing repeatable tasks that could be automated?
- Do you wish you had a team of data scientists uncovering insights into your business strategies?
- Do you want to reach your full potential?

If you answered yes to any of these questions, schedule a demo with VOXOX today!

Book a demo here

