



# EVOKE STUDIO

The ultimate first impression starts here!

**Professionally  
recorded welcome  
messages, menu  
prompts and  
on-hold marketing.**



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# First Impressions Count!

What do your callers hear when being transferred from one extension to another, or when they're placed on hold?

On average, callers listen to recordings for about 20% of the time they're on the phone. There's no need to miss any more opportunities to provide outstanding customer experiences, to inform callers, or to upsell your products and services.

Our innovative new service turns the time callers spend waiting into a powerful marketing opportunity that business owners, contact centre managers and marketing professionals can use to drive sales and improve caller experiences.



# Professional recordings and music for your phone system

Evoke Studio helps you to create bespoke prompts and messages, or quickly select from our library of 10,000+ ready-made professionally scripted messages. Plus, flexibility to record with real voice artists or text to speech characters for instant prompts and messages. With Evoke Studio you can combine your marketing and comfort messages with a variety of music tracks in as little as a few minutes to create audio compilations to stream or download instantly, giving your callers a superior experience.

Your new in-queue and on-hold audio can be easily managed and updated by streaming, or it can be quickly and easily implemented using a simple download file. Both options won't require any technical knowledge.



# Text to speech for immediate recordings

Evoke Studio features the best text to speech characters available, so you can create new messages and prompts that can be implemented instantly for your day and night messages.

We also know how painful it can be to switch up your festive opening hours, but with Evoke Studio you can create your new message, download it and simply upload onto your phone system in a matter of minutes.

With Evoke Studio you can easily have a new greeting for every season! Wait no more than two days for a real voice artist, or upload your message instantly with a text to speech voice, which in our opinion sounds just as good!



# No more unprofessional DIY phone messages.

Your phone system really is key to your customer's journey and the caller experience usually begins with welcome messages and menus; therefore, businesses must ensure professional and engaging recordings from the get-go. A customer can notice straight away if your phone message has been recorded by an unenthusiastic staff member and this instantly creates a poor impression.

Put a stop to the DIY recordings and ensure your customers have the very best caller experience with Evoke Studio.

**Evoke Studio allows you to apply your brand identity for every customer's touch point, taking advantage of callers' in-queue and on-hold time and turning it into a marketing opportunity for you!**





## Key Benefits:

- Welcome callers with on-brand greetings, auto attendants, out of hours and voicemail prompts
- Reduce caller abandonment and frustration with truly empathetic comfort messages in queues
- Upsell and Delight callers with your bespoke marketing messages
- Schedule messages to play just when relevant... perhaps for sales promotions, seasonal services, Christmas and holiday announcements or upcoming special events. (Streaming)
- Free library of 10,000+ professionally scripted messages that can be filtered by industry
- IVR prompts and messages recorded by professional voice artists, and edited by experienced sound engineers, helping make your business sound more professional
- Choose from 300+ professional voice artists as well as text to speech characters, in 50+ languages and dialects, find one that's perfect for your business!
- Best of both - Receive text-to-speech recordings instantly, and have them automatically replaced with professional recordings as soon as they are available
- Play relevant content to callers waiting, by playing different compilations to your caller queues!

## How is Evoke Studio different from traditional in-queue and on-hold audio providers?

### Evoke Studio Download

Features	Typical audio provider	Evoke Studio
Access to a professional Marketing & Comfort Messages Library	No	10,000+ free to simply use
Real Voice Artists	10-100, few languages	300+ voices in 50+ languages
SLA - Bespoke Recordings with Real Voices	Normally 3-5 days	2 days
Text to Speech for instant recordings	No	Yes
Voice Artist Guarantee	No	Yes
Updates for On-Hold/In-queue implemented...	Normally 3-5 days	Instantly to 2 days
Different Compilations for each queue/MoH	Charge per compilation	Flexible subscription plans up to unlimited no. of compilation downloads
Music	1 track per compilation	Library of 350+ tracks to choose from
Number of changes per year	12 updates- £180 p/m or 4 updates - £85+ p/m	2 to Unlimited, depending on your choice of Subscription plan
Contract length	Usually 3-5 year contract	PAYG or Subscription plans to suit your needs

# Evoke Studio Streaming

Features	Typical audio provider	Evoke Studio
Access to a professional Marketing & Comfort Messages Library	No	10,000+ free to simply use
Real Voice Artists	10-100, few languages	300+ voices in 50+ languages
SLA - Bespoke Recordings with Real Voices	Normally 3-5 days	2 days
Text to Speech for instant recordings	No	Yes
Voice Artist Guarantee	No	Yes
Message Scheduling	Manual	Automatic
Message expiry notifications	No	Yes
Updates for On-Hold/In-queue implemented...	Normally 3-5 days	Instantly
Different Compilations for each queue/MoH	Charge per compilation chargeable per change	Flexible subscription plans up to unlimited no. of streaming compilations
Music	1 track per compilation	Library of 350+ tracks to choose from
Music Playlists	None	Wide variety of genres
Compilation start place	Always from start for VoIP services	... plus Shuffle mode
On-hold and In-Queue Audio Integration	Manual upload of files or hardware plugged into phone system	Fully integrated for instant streaming of on-hold and queue compilations
Number of changes per year	12 updates- £180 p/m or 4 updates - £85+ p/m	2 to Unlimited, depending on your choice of Subscription plan
Contract length	Usually 3-5 year contract	Subscription plans to suit your needs



**Get in touch  
to get started.**

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