



EasyWriter... Scripts Online[®] **On Line Script Development Tool**

Message content and delivery have a tremendous impact on how on hold messaging affects callers. The ideal format for an on hold music and message program uses psychology to achieve its results, with three primary goals: to shorten a callers' perceived reality of time on hold; to manage callers' attitude with structure, content, and sound; and to systematically recycle callers' attention to deliver targeted information to an attentive audience.

ACAT has developed a streamlined easy to use process called EasyWriter Scripts On Line[®] that we use to quickly and efficiently gather relevant information about your organization, its products and services. We will produce a professionally written script through our in-house copywriters and make it available on line. You can then edit, update, or replace current scripts anytime 24/7. Upon approval, we digitally record the messages at our in-house recording studio using your choice from our pool of ad agency quality voice talent. How it works: A unique username and password is assigned to each of ACAT's new customers that allows you to log onto the secure areas of our website, including the ACAT.net web interface and the EasyWriter Scripts On Line[®] script development tool.

The online script development process begins with a new customer questionnaire. This is our opportunity to learn about your business and your special requirements. Through the questionnaire we are able to gather information about the things you want to tell your callers. Information from the questionnaire is used by our team of professional copywriters to draft a script of the messages that conform to our proven psychological format to be used on your on hold system. The draft script is made available online where you can review and edit the script or make suggestions to our copywriters until you are satisfied with the text of the script.

You can then sample and select the voice talent on line you would like used on each recording from our pool of ad agency quality talent. Once you approve the script, it is routed to our in-house production studio and placed in a queue to be recorded by your selected voice talent. The audio file created will then be placed on the ACAT1.net server in your company's private folder. The library of music and your custom recorded messages can be accessed through the ACAT 1.net web service where it can be previewed and then scheduled to play on your player(s) at the appropriate date and time.