

Verify Services: Emails 1-4

Email 1: When A Client Signs Up

Subject Line: Welcome to sysTEM™ Simplified.

Body Copy:

Hi [Client's Name],

Thank you for the opportunity to show you how easy we make telecom expense management! We tenaciously find and eliminate bill inaccuracies and hidden costs, uncovering lost revenue to stabilize and increase your organization's bottom line.

We have begun your no-risk analysis and want to let you know what to expect over the next several weeks:

- Soon you will receive an email introduction from your *Verify!®* project coordinator (if you haven't already).
- On average, our analysis process takes 2-3 weeks. During this time, no news is good news! We're diligently working to deliver expense clarity and find savings opportunities.
- It's possible that your carrier reps will reach out to you while we're analyzing your accounts. We want to collaborate with them! If they contact you, please connect them with your *Verify!®* project coordinator.
- IMPORTANT REMINDER: To maximize your savings, *please don't make any changes to your accounts while we're in the analysis process.*

We're excited to help you take control of your telecom costs. If you have any questions, please let your project coordinator know.

"Initially, I was skeptical to the thought of saving money on services that were both contracted and purchased at competitive pricing. However, the staff at Verify!® has proved to provide value and continued service protecting from future overspending." -Brian Snowden, Sales Manager

- *Verify!®* Services

Email 2: During the Waiting Period

Subject Line: We're Investigating Your Cost Savings Potential!

Body Copy:

Hi [Client Name],

Successfully managing your telecom infrastructure is an ongoing process that requires time, tenacity and *expertise*. Before working with us many of our client partners struggled with telecom expense management, resulting in costly mistakes, lost time and decreased operational efficiencies.

Right now, your team is probably struggling with continuous issues such as:

- 1) Not having enough time or bandwidth to sift through telecom bills, find errors and validate pricing
- 2) Feeling overwhelmed with monitoring a myriad of contract renewals to prevent expirations
- 3) Frustrating difficulties or delays when trying to get in touch with carriers or service providers about issues

Your organization does not need to deal with these kinds of issues! *Verify!*® makes TEM easy. With our sysTEM™ managed service plans, we work as an extension of your TEaM and provide done-for-you, off-site solutions so you and your team can be strategic and productive in your work.

To learn more about *Verify!*® managed service plans and how we make a difference on a daily basis, click here [link to upsell guide PDF]. After your no-risk analysis, we are happy to put together a custom managed service plan that meets your needs and eliminates your TEM frustrations *for good!*

*“While many other companies nickel-and-dime their customers, *Verify!*® has provided us with a valuable service that we can really feel comfortable with. They’ve saved us a lot of money and a lot of the hassle that has come with utilities in the past.” - CJ Paterniti, Vice President*

- *Verify!*® Services

Email 3: Right Before Analysis

Subject Line: It's Almost Time for Your No-Risk Analysis Review!

Body Copy:

Hi [Client Name],

Good news! We have applied our proprietary sysTEM™ to your telecom accounts infrastructure. Currently we are wrapping up your no-risk analysis, and we'll be reaching out to schedule a review of our findings very soon. Here's what to expect in your analysis review:

- A full catalogue of all your services
- A list of important contract dates
- Verification that your rates are fair, based on our industry knowledge of market rates in your area
- Recommendations for potential savings
- Best practices or alerts for unusual or "red flag" activity on your accounts, regarding services based on your unique needs

After we have presented our cusTEM recommendations, you simply select which (or all!) of the optimizations you'd like us to implement for you. We apply those solutions to your accounts and then *Verify!®* that those changes are reflected on your next invoices.

Welcome to the world of verified assurance. It's a wonderful place to be!

"The entire team has been instrumental in finding monthly savings by reviewing monthly invoices, correcting errors, recommending changes and implementing approved changes. I receive monthly reviews for each invoice stating whether the invoice is correct or not, along with any recommendations to increase savings or simplify billing." -Stephen Miller, IT Manager

- Verify!® Services

Email 4: Post-Analysis Email

Subject Line: *Verify!*® How We Did!

Body Copy:

Hi [Client Name],

How was your recent *Verify!*® Services experience? Our goal is to exceed client expectations. Please take 2 minutes to let us know how we did!

1. On a scale from 1-10 (10 being the best), rate your No-Risk Analysis experience:
2. On a scale from 1-10 (10 being the best), how likely are you to recommend *Verify!*® to another business owner:
3. Please share with us anything we can do to improve your client experience:

Thank you for your valuable feedback! We appreciate you.

- *Verify!*® Services