

# CallMaX Services

**“It’s like TiVo for your phone! I highly recommend going with CallMaX. It’s a no brainer!”**

Debra Shea, Property Manager, Drucker and Falk, LLC

## MaX~Interactive

MaX~Interactive is our advanced and industry-unique call answering service designed specifically for Multi-family. Exclusive Speech Recognition technology, combined with custom property information scripts created by professional voice talents, allow your callers to ask for – and get – the specific information they called for, not some drawn out general recording that may or may not answer their question. It’s the power of 21<sup>st</sup> century technology working for you 24x7.

MaX~Interactive is also a powerful and indispensable staff management tool. With every call you will know who listened to it and when. With every page out you will know who was paged out and when, who responded to the page out and when and even be able to listen to the conversation between the resident and your off-hours staff. MaX~Interactive ‘shines a light’ on your off-hours activity so that you can better manage what’s going on.

### Features:

- ❖ Answers callers’ leasing questions with speech recognition technology 24x7
- ❖ Pre-qualifies callers by giving them your custom detailed property information and providing you with the topics of the questions they asked
- ❖ Provides all the benefits of call automation: first ring answer, no hold queues, consistent and professional information delivery, service accuracy and reliability
- ❖ Easy to use web interface to retrieve and manage your calls
- ❖ Complete call information including; Caller IDs, who listened to a call and when, who was paged out and when, who responded to a page and when, even a recording of the conversation with the resident
- ❖ Web-based manager control of system operations including: page out schedule, user accounts, feature access, etc.
- ❖ Dozens of call reports and analysis tools tailored to your needs
- ❖ Flat rate billing
- ❖ Spanish language support option

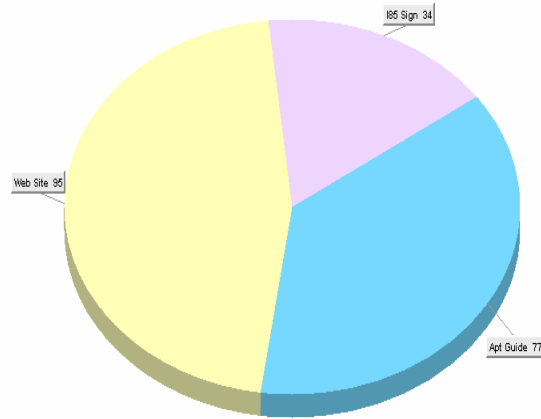


## MaX~Track

Ever question just exactly how effective your advertisements really are? MaX~Track is an inexpensive and highly effective lead tracking solution that answers this important question for you. With our powerful on-line tools, you'll see - and hear - how your calls are being handled. You'll capture Caller ID's for every call. And you'll have the information you need to make the best decisions with your advertizing dollars.

### Features:

- ❖ Identifies the source of leasing calls
- ❖ Identifies the caller with Caller ID
- ❖ Provides ROI analysis on each ad source
- ❖ Records the conversation between the caller and your sales staff
- ❖ Easy to use on-line analytics tools to tell you what you want to know; source of calls, time of day, day of week, and more



## MaX~onHold

Nothing screams poor customer service more than putting a valued caller on hold and having them hear – nothing! It's so easy and effective to provide them with entertaining music and property marketing messages while they're waiting for your agent to return to the call. MaX~onHold is an inexpensive and effective way to help ensure they'll still be there when your agent picks up the phone.

### Features:

- ❖ Professional music and marketing messages played to your callers while on hold from your office phones
- ❖ Same professional recording talent and content as with your MaX~Interactive service
- ❖ Free holiday music version

**“It's the best tool I have working for me!”**

Robin Chamberlain, Regional Manager,  
Greystar

## MaX~Bulletin

Want to increase your resident retention rates? Regular positive communications have shown to do just that. MaX~Bulletin is the inexpensive tool you need to make this important part of your business quick, easy, and even fun. With a click of a mouse, you can send messages to any of your residents with amazing speed.

Now there are three ways to communicate: your own voice message, emails, and even highly effective text messages! And it's so inexpensive, you'll save money and time over old-fashioned flyers.

Let your imagination and creativity shine as you invent new ways to use this powerful tool! Birthdays, maintenance follow-ups, pool parties, rent due notices, property maintenance notices, weather alerts, and on and on. Building relationships through better and more frequent communications with your residents will help boost your retention rates.

**Features:**

- ❖ Create and send voice messages, emails or text messages – or all 3 at once!
- ❖ Easily record your own voice message (not a ‘machine voice’) to be sent to your residents
- ❖ Send messages on any topic you wish
- ❖ Build your own Bulletins to service any specific segment of your community; such as building 12, maintenance follow ups, residents with pets, or just ‘everyone’



- ❖ Schedule your contacts to go out any time you wish
- ❖ Amazing speed – MaX~Bulletin can contact over 100 people in 10 minutes!
- ❖ Built in calling time restrictions for your legal protection, with emergency condition override feature
- ❖ Complete on-line status reporting of every contact; who was contacted and when, even if the message was delivered

## MaX~Text

It's here! No need for an expensive and separate text management service now that you have MaX~Text from **CallMaX**. With this full function service you can put the power of the hottest communications medium to work for you.

Create effective ‘keyword’ text campaigns to drive more interest. Use real-time text chatting between your agents and prospects!

**Features:**

- ❖ “Keyword” text campaign capability
- ❖ Real-time Text Chat between your agents and prospects.
- ❖ Complete log and reporting functions



## MaX~Portal

A complete call and contact management suite should also fully integrate into your web service environment, and CallMaX does! The MaX~Portal service works in three ways:

First, our 'web widget' allows a resident to report maintenance and courtesy issues directly from your web site – as if they actually made the call! You get an email of the request, and CallMaX goes to work immediately to service the resident's needs (including emergency page outs.)

Second, you can use MaX~Portal to accept leasing information requests from your web site – or even any web-based advertisement. Requests are emailed to the property as well as collected in the CallMaX online system.

And last, but not least, 'Real-Time Chat!' Imagine a prospective resident clicking a button on your web page and having the opportunity to chat directly with a sales agent! (available 3Q12.)

### **Features:**

- ❖ Enables residents to report maintenance and courtesy issues online – and have CallMaX manage those requests with your support staff.
- ❖ Collects leasing inquiry requests from your web site and web ads
- ❖ "Live Chat" between web users and your sales agents (available 3Q12)

## CallBaX

You spend lots of money to generate leads. So – what percentage of those leads are even returned? Do you really know or is it just "say-so"? Wouldn't you like to know *exactly* how many leads were returned, and when, and by whom? Now you can, with our CallBaX feature.

CallBaX is truly a unique and revolutionary industry innovation. It creates an automatic, easy and complete process for sales agents to follow that insures all leads captured in the CallBaX system are responded to promptly and with corresponding documentation. Follow up phone calls are automatically placed and can even be recorded. Now you can "shop" your follow up calls too!



### **Features:**

- ❖ Automatic and complete lease follow up process for sales agents
- ❖ Places, documents and even records follow up calls to prospective residents!
- ❖ Allows you to "shop" lead follow up calls – an industry-first!
- ❖ Reports precise figures on what percentage of leads were followed up on

## MaX~Record

Did you ever wish you had a simple and inexpensive way to record a phone call you or your staff needed to make? Maybe it was a sensitive subject or legal issue, or you just wanted to document the fact that you made the call. No need to buy expensive recording equipment –MaX~Record is here!

MaX~Record is yet another industry unique innovation created by [CallMaX](#). It is as simple to use as a calling card, yet it's powerful enough to provide the kind of documentation that can keep your property out of potentially expensive legal difficulties. Throw in 'inexpensive', and MaX~Record is a must service for ever multi-family office.

**Features:**

- ❖ Records any call made from your office
- ❖ Records in both 'automatic' or 'manual' modes
- ❖ Documents all call activity online

## M.O.M.

That's right – M.O.M.! It stands for "Management On-site Monitor". It's a service that monitors and documents maintenance/courtesy responders' activity as well as agents' status while they are out of the office. And is another [CallMaX](#) industry exclusive offering!

M.O.M. is an add-on feature to the MaX~Interactive service that satisfies the growing demand for "lone worker" management. It tells you when your service responders took a call, when they arrived on-site, when they left the site, and even when they returned home! And if something should go wrong while on a call, M.O.M. calls the responder to check up on them.

M.O.M. also helps you keep an eye on office staff while they are out on property or otherwise away from the office. An agent simply enters where they are going and when they'll be back. A simple mouse click when they return tells the service they're back at their desk. If an agent is away too long, M.O.M. checks up on them! For single-worker offices, it's a must-have service these days.

**Features:**

- ❖ Manages and reports on the complete cycle of maintenance/courtesy response activity
- ❖ Manages and reports on office staff activities while out of the office
- ❖ 'Check Up' calls made to staff who exceed the activity time they specified.
- ❖ Configurable 'escalation call' procedure for staff that do not respond to check up calls

## FeedBaX (available 3Q12)

FeedBaX is a simple user-driven way to instantly create and analyze surveys you send to your residents! By voice message or even text message, you can create a survey on any topic at all and get results quickly and easily, even that same day. It's an easy, affordable, and fun way to build rapport with your residents which definitely supports retention rates. And you get vital feedback information from your customers to help serve them better!

**Features:**

- ❖ User created resident surveys on any topic
- ❖ Surveys by voice message and/or text message
- ❖ Complete and automatic results analysis

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## An important message from our President on Customer Service

Hello, my name is David Clarke, and I am the President and founder of CallMaX. From the very beginning, I have made Customer Service the most important 'service' we provide. Others believe that 'world class service' stops at an initial training and answering customer calls 24x7. We don't. We go the extra mile to offer 'pro-active' customer service each and every day.

'Pro-active' customer service simply means, "We call you!" Do you have too many un-listened to calls? Our customer service staff will keep an eye out for you and call your property to see if we can help you get those important calls addressed. Is your page out schedule incomplete and not meeting your coverage needs? Again, we go the extra mile to monitor this and call you to make sure CallMaX is working as you need it to. Do you have a serious problem at the property, such as a water leak? Once again CallMaX is on top of it. We can detect excessive page outs and notify your manager, sometimes even before he or she is aware of the problem! Top it off with regular customer checkup calls to your property, and you can see why CallMaX takes pride in having the best customer service in the business.

Finally, I want you to know that you have a direct line to me at any time. Just call our customer service number and ask for Mr. Clarke. It would be my pleasure to speak with you. If you demand the best in customer service, then I'm confident that CallMaX is your only choice. We look forward to exceeding your expectations.

**David A. Clarke**

President, CallMaX

