



**LEAD  
EXPRESS**

**AUTOMATED CALLING SOLUTIONS**

**HEALTH  
EXPRESS**

**Locations**

Australia  
New Zealand  
North America  
UK

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## What is Health Express?

Our Health Express solution is customised to delivered targeted messages to prospects in real-time. We can record personalised messages, script effective SMS texts and create an automated nurture campaign that will maximise the amount of inbound enquiries interested in health solutions. As part of our set-up process, we will run all data through a compliant DoNotCallRegister (DNCR) process and only target prospects that make up the interest profile of heath.

With consumers becoming more and more difficult to get hold of, our automated solutions provide a low cost way of delivering multiple touch points and are structured to maximise the opportunity of an interested prospect being connected to a live agent. Call conversions are often a lot higher than straight outbound activity and prospects are more engaged because they are only being connected to calling teams at times that suit their ability to have a conversation. Some of the key benefits to automated calling include:

- Only genuine enquiries attract call transfer fees
- Tailored for the health industry
- Quick to set-up
- Detailed reporting with real-time analytics
- Totally customisable messages for voice and SMS
- Fully compliant with DoNotCall (DNCR) legislation

