

Will voice kill the SMS star?

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GETTING THE MESSAGE ACROSS: VoCall is a voice broadcast service for businesses to promote and market their products to local mobile network subscribers.

PETALING JAYA: M3 Technologies has introduced a new service - VoCall. It is a voice broadcast service for businesses to promote and market their products to local mobile network subscribers.

The mobile content and applications company calls it an "enhanced option" from the conventional SMS text-only broadcast campaigns, offering a more comprehensive alternative to get marketing messages across more directly.

VoCall is a customised solution for broadcasting thousands of messages simultaneously at attractive rates. The more volume committed, the cheaper the price.

M3 aims to make the option of broadcasting to foreign subscribers available soon. Currently in its first phase, the service enables the sending of pre-recorded messages, up to 60 seconds in length, which are simply heard by the recipient upon engaging the call.

The second phase, which is slated to launch next month will add an interactive element to the broadcast, allowing mobile users to interact with the message to provide a better customer experience and awareness of the product being promoted.

For more information, go to <http://vocall.m3tech.com.my>.

Source: [TechCentral](#)