

“Mics, Mixing Board, Action!”

-- Bobby “Blockbuster” Graham
(Marcus’ Hollywood bigwig cousin)

Is Your Voice Brand Ready for Showtime?

Take This Quiz to Find Out if Your Phone System is a Star.



1. Every day, hundreds (or even thousands!) of customers are greeted by your prerecorded phone messages. Who speaks on your company’s behalf?

A. A professional voice actor.

B. Sally from accounting.

2. Hey, the international box office is key, too. Compared to your English recordings, how does your Spanish sound?

A. Muy bueno.

B. Not so bueno.

3. Rotating cast of characters alert! Once you leave the main menu, does the same voice stick around for the ride?

A. Until the end credits, baby.

B. No, they bailed after the first act.

4. Ya gotta script for success! Speaking of which, how is your phone system’s?

A. Friendly, clear and concise.

B. More confusing than *The Matrix*.

5. Editing helps your production really come together. Have the stammers, “pickups” and breaths been taken out of your recordings?

A. Yes. Smooth, just like Tony Manero.

B. No. Slobbery, just like Cujo.

6. It’s important to plan for your sequels. When your system needs updated prompts, is your voice talent available to record quickly and consistently?

A. Under contract! The franchise is safe.

B. Moved on to other gigs.

“You got potential, kid! Finish strong! We’re goin’ straight to the top!” – Bobby
(Flip the script to finish the quiz!)

7. Casting call for your company: Does the voice on your phone system match your company's overall brand identity? Does your voice "sound" like your brand?

A. They match like Cheech and Chong.

B. They match like Freddie Krueger and Disney.

8. A hammy performance never wins the award. Does your Voice Brand sound real and natural or like a radio announcer?

A. And the winner is...

B. SUNDAY, SUNDAY, SUNDAY!!!!!!!!!!

9. You have to keep your audience's attention. Do your callers stay inside your automation (saving you money), or do they always opt out for a live agent?

A. Enthralled! They get things done.

B. They can't press "0" fast enough.

10. Watch out for the midnight showings! Do your after-hours messages deliver the goods?

A. We sound good ALL the time!

B. Eh, they can call back during the 9-5.



That's a Wrap!

How did you do? Give yourself a point for every question answered "A."

0-2 Points: The Voice Brand Saboteur

You are losing customers by the phone call! Get in the game or disconnect your line!

3-5 Points: Don't Know, Don't Care

The equivalent of a direct-to-video motion picture. A mediocre experience for everyone.

6-8 Points: Short Theatrical Run

Your system is average to good. Take a few extra steps and make it a masterpiece!

9-10 Points: Certified GM Voices Voice Branding Award of Excellence (CGMVBAoE)

Catchy title, isn't it? You have reached the pinnacle of Voice Branding. You are probably a customer of GM Voices. Pat yourself on the back and know that you are providing a great customer experience to each and every caller! GM Voices salutes you!