



**AIM**  
NAD Evangelistic Contact Center

## How-to Guide – Inbound/Multi-Channel

*Here is a “How To” Guide that will help you most effectively employ AIM’s Contact Center services.*

1. First, you must be endorsed by either your local conference or union. It may be provided by a letter or by email.
2. Next, contact Rebecca McClellan, Account Executive, at 800-253-3002 option 6 or Jannette Cave, Director, option 2 to discuss inbound call services needed and cost strategies.
3. Complete the Project Details\* form and include a brief summary of the services desired of AIM. Return to Rebecca or Jannette via one of these methods:  
Email: [rebeccam@callaim.org](mailto:rebeccam@callaim.org) or [jannettec@callaim.org](mailto:jannettec@callaim.org)  
Fax: 269-471-6029  
Mail: Adventist Information Ministry, 8490 E. Campus Circle Dr., Suite 215, Berrien Springs, MI 49104-0970
4. To ensure that our team is well-informed and professional representatives of your organization, able to answer questions and supply appealing information, please provide the following information:
  - a. Information describing your organization and the service that you will be offering.
  - b. Statement of philosophy and mission.
  - c. Any publications that you produce, i.e. magazines, newsletters, appeals.
  - d. Desired phrase to greet and identify your ministry. *(Thank you for contacting....)*
5. The last step is to provide the following information needed for documentation set-up and processing. For sale or free offers:
  - a. Source of advertising, i.e. TV/website/radio/magazine, together with times, dates, and station listings of anticipated release dates.
  - b. Offer list to include: title and whether any charges are attached. If “for-pay” items are offered, please include tax and shipping charges.
  - c. Information to be collected from caller: i.e. name, address, telephone number, source of call, payment method, etc...
  - d. Delivery time for offers/orders.

\*For seminars and event pre-registration service, use the Site Registration form.

6. Items 4 and 5 must be received **here at AIM two weeks prior to desired advertising start date** or an additional \$150.00 rush charge will apply. Special Rush Services will be dependent upon staff availability.



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## Price Guide – Inbound/Multi-Channel

*Effective: March 3, 2020*

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**Contact:** *Rebecca McClellan, Account Executive*

*Phone: 800.253.3002 option 6 Email: rebeccam@callaim.org*

*Jannette Cave, Director*

*Phone: 800.253.3002 option 2 Email: jannettec@callaim.org*

### Services Available Through AIM:

- Order Processing
- Seminar Registrations
- Answering Service and Information Line
- Big City and Conference-wide Evangelism
- His-Word Prayer and Bible Study Line
- Follow-up Services
  - Prayer Ministry, Field Referrals, Additional Literature, Biblical Counsel

### Pricing:

- Project set-up charge: \$350.00 (may vary based upon services required)
- Quick rush activation: \$150.00 (details received less than 2 weeks prior to advertising)

#### Voice

- Inbound calls: \$1.75 per call (standard service)
- Survey calls: \$2.80 - \$12.00 (varies depending on complexity)
- Call volume fee: \$50.00 per month (includes first 28 calls per month)

#### Text

- SMS text services \$25.00 per month per phone number-unlimited messages

#### Chat

- Website chat services \$25.00 per month per website URL-unlimited chats

#### Other

- Flat rate pricing: Speak with staff about Big City/Conference Evangelism information
- Technical support: \$50.00 per hour - transferring or manipulating data; custom reports, etc.
- Automated menu calls: \$1.00 per call (under five minutes) plus \$0.25 per minute
- Follow-up services: Provided free of charge

We build each account individually in accordance with its specific needs, therefore charges will vary. Due to this specialization, it is difficult to list all the services we are capable of providing or the costs that may be associated with them. If you have a request for a service that is not listed, please let us know. We will make every effort to provide it. \* All prices quoted are for services within the United States.



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## Project Details – Inbound/Multi-Channel

### Specifics

Ministry Name \_\_\_\_\_

Type of Service Desired:  Voice     Web Chat     SMS Text

Description \_\_\_\_\_

\_\_\_\_\_

Report Frequency:  Daily     Weekly

Type of Reports Desired:  Statistics     Source Statistics     Contact/Order List

Report Recipient(s)

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Special Instructions \_\_\_\_\_

\_\_\_\_\_

Billing Information \_\_\_\_\_

\_\_\_\_\_

Desired Phrase to Greet and Identify Your Ministry:

Thank you for contacting... \_\_\_\_\_

Desired Start Date \_\_\_\_\_ Temporary / Permanent

*Toll-free Number to Be Used* \_\_\_\_\_ *(Select through AIM)*

### Contact Person

Name and Title \_\_\_\_\_

Phone – Office ( ) \_\_\_\_\_ Cell ( ) \_\_\_\_\_

Email Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Return to:**    Rebecca McClellan  
Adventist Information Ministry    Phone: 800.253.3002 option 6  
8490 E. Campus Circle Dr., Suite 215  
Berrien Springs, MI 49104    Email: rebeccam@callaim.org