



# SIARUM

INTELLIGENT COMMUNICATIONS

## A SMARTER WAY TO CONNECT TO THE WORLD.

EXPERTS IN THE FIELD OF COMMUNICATIONS, LEAD MANAGEMENT,  
WEB DEVELOPMENT & CALL TRACKING



[www.siarum.com](http://www.siarum.com)

**205.783.1090**



## STORE, MONITOR & TRACK YOUR VOICE COMMUNICATIONS

Whether you are using a desk phone or a soft phone, you can stay connected in the office or even sitting on the beach. You can text or email your clients right from the dashboard. All you need is internet access and one of our customized phone numbers. Combined with our built-in CRM, SIARUM revolutionizes voice communications. With the built-in CRM, all calls will route into the correct customer profile, thus optimizing call center and marketing performance. This provides a complete view of what's generating calls and what's going on with the calls once your team members receive them through our unique dashboard.

### SIARUM BUSINESS PHONE FEATURES



#### Map Plotting

SIARUM will track every source of advertising you have. Just assign any advertising medium to a unique tracking number and SIARUM will instantly show you the source of the incoming call.



#### Call Recording

Save or upload your call list by any group you like, then send out a voice message to all numbers at one time. With voice broadcasting, you can send a message to recipients and generate calls in minutes.



#### Text Messaging

With SIARUM text feature, you can now text a client or applicant directly from your dashboard. With our texting feature, just click the text button and type in your message. That's it. When the person you are texting responds, the message will come back into your dashboard.



#### Mobile Phone Connection (Coming Soon)

Download the SIARUM mobile app to your android or iPhone, and your business calls will route directly to your mobile device. Many of the great features offered in SIARUM are available on your mobile phone.



#### IVR Functionality

SIARUM IVR menus are the initial audio greeting that tells callers which key to press to reach your web or desktop phones, groups or your voicemail, i.e. "Press 1 for sales...". Set up your menu with your customized recording to give important information, like your company directory, business hours and any other important information you need to present.



#### Address Book

With the address book in SIARUM, you can transfer a call with one click, look up a co-worker and call that person with one click or email a call recording to anyone in your address book. You can also keep track of all your contacts in one place.



#### Analog Phones

If you don't want to invest money in a new phone system, that's not a problem. With SIARUM converter, you can turn your analog phones into your new VOIP system. Keep your old phones and receive all the features SIARUM has to offer.



#### Voicemail Caller Notification

With SIARUM caller notification, you can receive an email each time someone leaves you a voicemail. The recording will be instantly emailed to you with a link to your message. Simply click the link and hear who's calling. You will never miss a call.



#### User Extensions

Create unlimited user extensions. When you create a user, you can assign a unique user extension to be used for call routing. Each user will have their own unique number. Now you can add a unique extension.



#### CRM Module (SIARUM Connect)

SIARUM has its own built-in CRM that efficiently connects your sales and marketing team like never before. Now all inbound and outbound calls will be routed to the correct customer profile. You also have the ability to text a client from your SIARUM dashboard.

**"Make the best of your TIME, your TEAM,  
and your TALENT with SIARUM"**



# CALL TRACKING SIMPLIFIED



SIARUM's call tracking software will track and measure ROI of your ad campaigns. By using SIARUM you can instantly assign distinct phone numbers to your ads and start tracking your call analytics instantly. Below are many of the features that will help your sales department stay in touch with each and every client in real time.

## SIARUM CALL TRACKING FEATURES



### Call Tracking

Track and measure ROI of your ad campaigns. Instantly assign distinct phone numbers to your ads and start tracking your call analytics.



### Voicemail Marketing

Build a voicemail solution to record, save and forward voicemails for your marketing team. We support both automatic and hybrid transcription services.



### Global Reach & Numbers

We work with Tier-1 carriers to let you make voice calls to 200+ countries and buy local phone numbers from 50+ countries.



### Dynamic Caller ID

Customize your Caller ID for outbound calls. Set any number that you'd like to receive a callback from by using our simple REST Voice feature.



### 99.95% Uptime & Reliability

Our Voice API scales with you as you grow. Our geographically distributed data centers and architecture ensure 99.95% uptime.



### Call Recording

Record and store everything from a personal conversation to company conference calls. Our secure servers keep your data safe and accessible anytime.



### IVR Phone Menu

Powerful interactive voice response (IVR) systems let you customize and automate call flows with business logic that suits your business needs.



### Text To Speech

Let your voice app speak in 19 different languages and accents. Just send SIARUM the text, and it will convert it to speech in real time.



### Voice Broadcast

Send personalized voice messages to your customers. Send broadcasts to the segmented list already in your database.



### Intelligent Call Control

Control your app call flow, including call forwarding, transferring, collecting inputs, playing music, sending a voicemail, etc.



### Conference Calls

Execute a conference call that connects your team and customers on the same call.



### Call Queuing

Want to make a high number of calls in a single API request? We will queue up all your calls and handle the call connection for you.



### Call Centers

Build your own customer call center on the Cloud with SIARUM's Voice API. Route calls any way you like through customized call flows.



### Robust Reporting

Our powerful and robust reporting provides you with visual analytics, charts and real-time data to help you with your daily marketing decisions.



## HIGH QUALITY, COST EFFECTIVE MARKETING AND IT SERVICES



### Siarum Communications, LLC

Siarum provides comprehensive and integrated IT services, including lead management and tracking software, software development, website design and development, mobile application development, search engine marketing, as well as development and implementation of high quality business domain applications. With Siarum's values at the core of all we do, we ensure quality delivered every time and on time!

### WHO WE ARE

The company was established in 2004 with the goal of providing high quality, cost effective Marketing and IT services to businesses who want to maximize their ROI and REACH by harnessing the unlimited power of information technology. Today, Siarum has evolved into a team of highly qualified professionals operating from our facilities in Birmingham, AL. We have sustained a growth rate of 300% annually fueled by maintaining high delivery standards.

At Siarum, our clients' goals are our goals. We treat each campaign as if our own and make sure our clients receive the highest level of service possible.

### OUR CLIENTS' GOALS ARE OUR GOALS.

### OUR VALUES



#### CLIENT SATISFACTION

We value our clients, understand their businesses, and pledge our commitment to contribute to their success and satisfaction.



#### TEAMWORK

We value team accomplishments and seek opportunities to join with our colleagues to advance the success of our clients.



#### INTEGRITY

We value, above all, our integrity in everything we do.



#### DIVERSITY

We value the unique combination of qualities and contributions that each individual brings to the workplace.



#### QUALITY

We value delivery of quality products and services to meet each client's individual needs and exceed their expectations.

Visit us online @ [www.siarum.com](http://www.siarum.com) or  
call **205.783.1090**

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