



BRAND PLATFORM



* Core Concept

Your Personal Receptionist – *On Demand*

This is our secret sauce -- the one word or concept we want to be known for in the marketplace. This core and underlying message is always communicated by our brand.

1. Only Chatty has **NO MINIMUMS**. We don't charge a monthly base rate like other services.
2. **You only purchase what you need.** We're the perfect solution for start-ups and entrepreneurs.
3. We want to **help you grow!**



* Brand Statement

Who is the Brand for? What is the Brand product? How is the Brand differentiated? What is the reason to believe?

For start-ups, entrepreneurs and growing businesses,

who wish to project a professional image without incurring the overhead or financial commitment of a hired, full-time position...

Only CHATTY RECEPTION offers an On-Demand Personal Receptionist service that...

- **MAKES CUSTOMER SERVICE AFFORDABLE** by not charging a base rate or minimum,
- **LEVERAGES THE WORLD CLASS INFRASTRUCTURE** of the Servantus PACE-SRO-accredited call center,
- **PROJECTS A PROFESSIONAL IMAGE** that impresses customers, captures leads, and closes more deals, and
- **REFLECTS** our Christian culture of **SERVICE**, driven by our passion for fostering human connections.

The success of our approach is evidenced by the satisfaction of our customers, as well as the quality and loyalty of our employees.

Target customers

Problem they seek to solve

Our unique approach

How we do it

Proof that it works

* Brand Promise

A RELATIONSHIP BUILT ON TRUST

You can entrust your customers, your prospects and your growing brand to us.

EXPECT QUALITY

We give personalized attention, deliver exceptional service, and create a quality brand experience for your customers

WE LIVE OUR VALUES

Our “bend over backwards” approach reflects our Christian culture of service. We donate our profits to support those in need.

This is how we fulfill our customer's expectations, meet their needs and build their trust so that they become a customer for life. It defines what our customers can expect from our brand everyday.



* Target Customers

Who is the most likely user of our service?

Our ideal customer seeks a professional business image but is either too busy to take calls or too cash-conscious to hire a full-time receptionist.

SMALL BUSINESS

We are well-suited for start-ups, entrepreneurs, small and growing businesses, including

- Solo Attorneys and Law Firms
- Real Estate Agencies
- Contractors
- Residential Services
- Financial Counselors and Brokers
- Insurance Agencies
- Graphic Designers
- Marketing & PR Firms
- Business Consultants



- Solo Architects
- Property Managers
- Chiropractors
- Massage Therapists
- Event Planners
- Independent IT professionals
- Virtual Offices
- Certified Public Accountants
- Non-Profits
- Home-Based Businesses

* Brand Position



Our brand owns a position in the mind of our customer. Our clear position defines who we are – and who we are not.

MOST AFFORDABLE

No monthly minimums

TRUE VALUE

A fraction of the cost of an in-house receptionist

BUSINESS ADVANTAGE

A live receptionist captures more leads, closes more sales and projects a professional image.

PROVEN SOLUTION

Chatty leverages the Servantus certified call center infrastructure

SERVICE-DRIVEN

It is our mission to serve – both by serving our customers and by giving our profits to charity.

* Brand Drivers



World-class customer service made affordable for the little guy

These are the key features and emotional benefits that differentiate our brand.

The Drivers make our products relevant to our target customer. They articulate our competitive strengths and guide our communication priorities.

EVERY BUSINESS CAN AFFORD CHATTY

- With no minimums, you **pay only for what you use.**
- Compared to the cost of a hired position, **Chatty is infinitely more affordable.**

PROJECT A PROFESSIONAL IMAGE

- **Look bigger than you are** with Chatty add more here

LEVERAGE WORLD CLASS INFRASTRUCTURE

- **You don't have to be big** to enjoy a big-time call center that delivers insightful analytics
- Our **capacity-sharing technology** gives small businesses direct access to world-class customer service.

CULTURE OF SERVICE

- We have a **mission to do good** in the world
- **Profits are donated** to charitable causes
- Our **passion for fostering human connections** reflects our **Christian culture of service**

* Brand Character

WE'RE FRIENDLY

It's our job to take your calls in a friendly, upbeat manner. Our brand is friendly and upbeat, too.

WE'RE RESPONSIVE

We treat your customers as our own. We bend over backwards to fit with the way you do business.

WE'RE EASY

Everything about doing business with Chatty is designed to make your life simpler.

WE'RE SERVICE-DRIVEN

We're motivated to serve a higher calling and it rubs off on our culture and brand. We treat our people right and do the same for the people most in need.

This is how we define our brand in human terms. Our personality shapes the look, feel, voice and tone of communications and product design.



* Brand Voice

CHATTY SPEAKS LIKE A REAL PERSON

“Hi, I’m Chatty. When I start handling your incoming calls, your work day will get a whole lot more productive.”

WE CAN BE A LITTLE SASSY

“You didn’t get into business just to answer the phone. Get out there; make good stuff happen. We’ll handle the front office”

WE CARE ABOUT YOU

“We’re looking out for you, so that you look good to your customers and prospects. It can be our little secret that Chatty is part of your team.”

CHATTY IS SOUTHERN

“She talks in that sweet way that only comes from the South. “Hey darlin, when I start taking your calls, you can bet my grits that life is gonna get good!”

AND WE CARE ABOUT THOSE MOST IN NEED

“We’re all about doing good – doing good for your business and for those most in need. That’s why we donate our profits to charity.

This is how our brand speaks to our audiences. Brand Voice defines how language is used in all messaging.

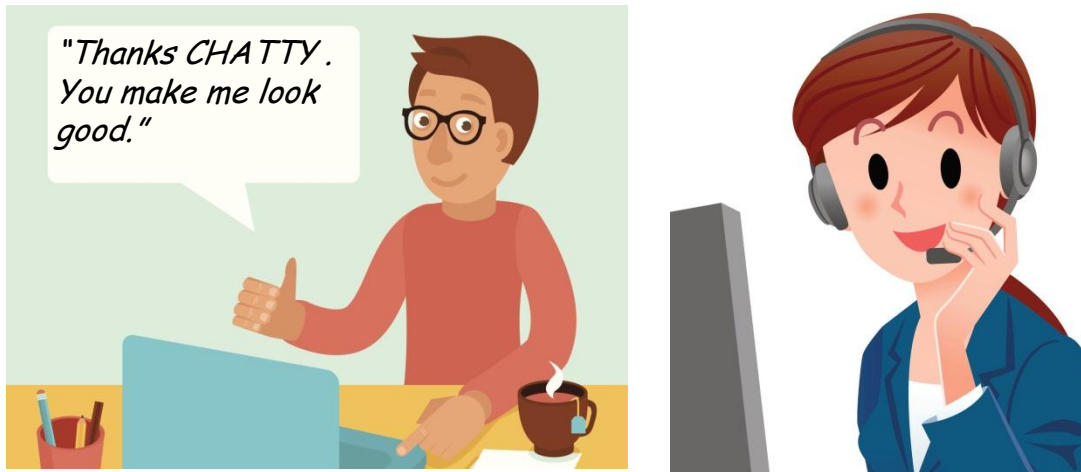
Hey darlin. I've got you covered...



* Brand Look (in progress)

ILLUSTRATION

We use illustration to keep our look light, friendly and easy to use.



When we use photos, it is for a "behind-the-scenes" view



Meet Janie
She loves taking care
of our customers.

This is the visual reflection
of the Brand Personality.

The LOOK AND FEEL will
be developed as part of
the initial design piece
and logo identity project.



* Brand Vision

ADVOCATE FOR SMALL BUSINESS

We want to be seen as a total advocate for the unique needs of small business people and entrepreneurs.

EASY TO DO BUSINESS WITH

We want to be known for being easy to get started and friendly to do business with.

BEST VALUE

The unbeatable combo of “no minimums” and world class infrastructure will set the bar for the best virtual reception value for small business.

SOCIAL PURPOSEED

We want to be seen as a different kind of company – a company where our social-purpose creates strong and positive feelings for our brand.

We plan to carve out a meaningful niche in the marketplace. This is where we see our brand heading.

