



Strem Alert®

Strem Alert 5-Page Launch: Jump Start

This sheet provides you with an overview to sending your important broadcast messages in five easy steps. For more information on your Strem Alert solution, please visit http://www.cleo.com/products/strem_alert.php.

Prepare: Know your Audience? Build Your List.

Pre-Built for You: Your system administrator may have a number of lists available for you in the Strem Alert system. To view these lists, go to Step 3: *Build Destinations> Lists*.

Build it Yourself: Strem Alert allows you to work from existing contact lists. Based on a simple spreadsheet format (.csv), your existing contact information can be loaded into the *Strem List Template* to ensure seamless delivery from within the Strem system. It's easy:

- Open existing Excel (or other) list
- Format Headers to Match Strem List Template
Available at: <http://www.cleo.com/support/byproduct/strem/guides.php>
- Save File to Desktop
- Import New List (List Manager> Distribution> Import)

Send: At Your Convenience.

Step 1: Distribution Method Selection

- Type your *Broadcast Title*. This will be what you search for when reviewing your broadcast, and it will not be seen by your recipients.
- Choose one or more *Distribution Methods* (Telephone, Cell Phone, Fax, Email, SMS, Pager).
- If the survey option is enabled at your organization, and you want your recipients to complete a survey at the end of your broadcast, click on the *Survey box* (note: only telephone and cell phone recipients will be able to receive a survey). Choose *Continue*.

Step 2: Message Creation/Selection

- Type the *Subject* of your broadcast (to be viewed by recipients).
- Choose one of the following: *Create From Text* (then type Message Text), *Import From File* (then browse from your text message files), or *Import From Template* (then select a saved message template).
- If your organization has purchased the Strem text-to-voice option, you will be able to convert your text message to audio when you select telephone or cell phone as *Distribution Methods*.
- To use a voice recording, select a pre-recorded audio message or record an audio message on the fly.
- No matter what your message preference, once you have completed this step, Choose *Add Message*.
- Browse for attachments you would like to include and be sure to reference them in the text of your message. Choose *Add Attachments*.

The summary of the choices you have made will appear at the bottom of the page, including delivery methods and attachments. Review your text and/or audio and attachments and choose *Continue*.

Step 3: Recipients

Adding Recipient from Lists:

- If you are adding recipients from an existing list in the Strem system, choose *Distribution List*, pull down the list options and select the appropriate list.
- If you are uploading a new recipient list from outside of the Strem system, choose *Import Recipient List*, *Browse* for the appropriate .csv file and *Add List*.



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Adding Specific Contacts to Your Broadcast One-By-One:

- If you would like to add specific recipients already input into the Strem system, you can choose *Search Recipients* and pull those contacts by last name.
- If you need to add individual recipients on the fly, who are not currently in the Strem system, choose *Add Recipient* and enter the necessary contact information. Choose *Add Recipient*.

The summary of the choices you have made will appear at the bottom of the page, including all methods of delivery. At this point, you have the option to *Export* your recipient list for future use or *Manage* the Recipients in your current broadcast, allowing you to delete any recipients or specific methods of delivery. Note that any recipients that you added individually, on the fly, should be exported and saved to your computer if you would like to use their contact information again for future broadcasts. Choose *Continue*.

Step 4: Options

- The *Broadcast Options* fields will pre-populate with information based on your user login. Please confirm this information and add any additional details your broadcast requires, such as *Schedule Date*, *Schedule Time*, *Priority*, *Billing Code* and *Batch ID* if needed.
- *Audio Options*: If audio is an option with your chosen product, and you have selected it for your broadcast, choose the number of delivery attempts and what type of acknowledgement is required if any.
- *Fax Options*: Choose your *Cover Page*, the fax *Resolution* (Low [200x100] or *Standard* [200x200]) and set your *Retry Scheme* (Number of Retry Attempts).
- Choose *Continue*.

Step 5: Review and Submit

- Review all of your broadcast details.
- When you are satisfied with your broadcast, choose *Submit*.

Receive: Recipients Get Your Message in the Most Convenient Manner.

You receive email confirmation with the results of your broadcast.

Track: Monitor the Progress of Your Broadcast, Real-time.

Once you submit your broadcast, the *Status* page will appear. To view more specific status details, such as contact information, method of delivery, acknowledgement responses, number of attempts, delivery time, and duration, choose *Details*. Or, you may search for specific details within your broadcast by entering a recipient's contact info in the *Search* Field. Choose *Outbox* to view any broadcasts you have sent.

Store & Report: It's all about the Checks and Balances.

Strem records all of the details and summaries of your broadcasts so that you can view and export any broadcasts you have sent. From the Status page, after submitting a broadcast, choose *Export Details* or *Export Recipients* to export that information to Excel for future review and analysis. To simply view the report, choose *Open*. To save the report to your computer, choose *Save*. To view your reports at any time, connect to Strem Alert, Login, and choose *Reports*. Search for your broadcast by entering the *Broadcast Job Number* or *Search for a Broadcast* by date, name, or broadcast title. Select the job number of the broadcast you would like to view.