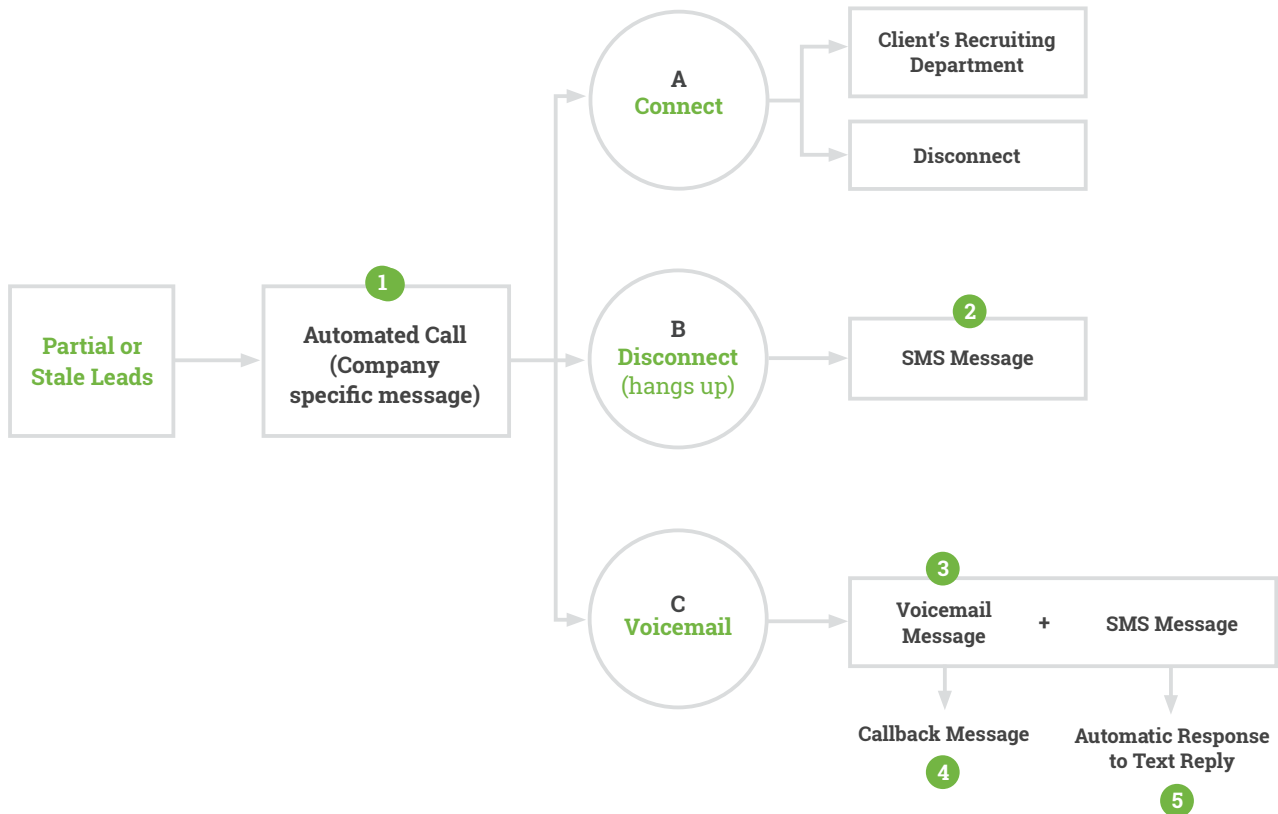




The Process

Unsuccessfully reached or stale leads turn into targeted automated phone calls.



Example Messaging

- 1 Company Specific Message:** “Hi, I’m calling from US Xpress in reference to your job application we have on file. I have a recruiter available to help you get started now so please press any number to be connected. Or, hang up to disconnect.”
- 2 Unsuccessful Connect SMS Message:** Hi, I tried to connect with you to talk about driving with US Xpress. Would you call us when you have a minute to talk? Thank you!
- 3 Voicemail Message:** “Hi, I’m calling from US Xpress in reference to your job application we have on file. I have a recruiter available to help you get started now so please press any number to be connected. Or, hang up to disconnect.”
- 4 Callback Message:** “Hi, thank you for calling US Xpress. We called in reference to your job application we have on file. I have a recruiter available to help you get started now so please press any number to be connected. Or, hang up to disconnect.”
- 5 Automated Response to Text Reply:** Thank you for your interest in driving with US Xpress. This number does not accept texts, please call in to speak with a recruiter.