

January 22, 2008

FTIN and Vocalocity's Hosted VoIP Solution Could Play Crucial Role for Candidates on Election Day

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It's pretty well-established that here in the United States, the largest block of voters in any given jurisdiction is unaffiliated. It's also pretty well established that voters tend to vote for the candidate who matches their interests, regardless of party affiliation.


Furthermore, on top of this, it is pretty well established that a high percentage of voters – particularly those who are unaffiliated – don't make their final decision until they arrive at the polling place.

Therefore, it only makes sense that, as a candidate for public office, you would want to know which polls have seen the lowest voter turn out, at any given point in time during Election Day. In so doing, you can continue to spread your message and get those unaffiliated (or "undecided") voters to the polls. After all, these are the voters that are going to help you win the election.

But knowing who these voters are alone does not get you the win. Knowing which ones haven't voted, and then getting them out to the polls, does.


Enter [First Tuesday in November](#) (FTIN), a first-of-its-kind, Web-based service that provides politicians and campaign officials with real-time voter tracking information that indicates which constituents have yet to vote. The company claims that by using "massive amounts of demographic data" and merging it with other voter data, it can identify which voters are most likely to align themselves with a particular candidate. The company's service "tracks voters on Election Day and knows in real-time the second someone votes, so you know who has and who has not voted, from the moment the polls open until they close." Thus it enables campaign managers "to focus on identified voters who have not voted."

"No phone call on Election Day is wasted," the company states on its website. "No time is lost. No effort is duplicated. Delivering votes on Election Day - the difference between winning and losing."

Interestingly, FTIN's service is augmented by Vocalocity's ([News - Alert](#)) hosted VoIP  service, which ultimately makes it possible for campaign staffers to call potential voters and encourage them to go to the polls.

"The more effectively you can reach out to potential voters on election day, the

better the chance they will vote," said David Cerrone, principal, FTIN, in a press release. "Our patent pending technology often results in a 20 to 30 point increase in voter turnout for a particular candidate."

By pairing FTIN's voter tracking software with Vocalocity's hosted VoIP  solution, campaign staffers can more quickly and effectively target those voters who have not yet made it to the polls -- and in particular those voters who are most likely to vote for the candidate. In addition, the hosted VoIP solution can help save campaigns a bundle, not only because it is many times less expensive, compared to traditional phone service, but also because FTIN can get it on a subscription or "pay as you go" basis. Plus the solution can scale rapidly -- meaning that if FTIN needs additional lines added, they are already there -- all FTIN has to do is activate them and make them available to the campaign requesting them. Thus the solution enables FTIN customers to make a high volume of calls over the Internet in a cost effective and efficient manner.

FTIN selected Vocalocity because of the high reliability and scalability of the service.

"We require a service with a high-level of reliability -- one that was up 99.9 percent of the time and could adjust with us depending on fluctuating call volumes," Cerrone added. "But we also wanted more than just a product. Sales and technical support as well as price were important." He added that consumer-oriented Internet phone services, such as Skype, weren't designed to meet the needs or demands of FTIN's customers.

Phil Hill ([News - Alert](#)), President, Vocalocity, said "the ability for FTIN to quickly and easily integrate our Internet phone solution with its product regardless of the location of the campaign organization demonstrates the value and convenience of our offering. Ultimately, this approach empowers campaign workers to effortlessly and rapidly make calls that are a difference maker in elections."

Vocalocity made news on TMCnet earlier this month when it announced that Vocalocity co-founders Boris Jerkunica and Phil Hill were named among the top 20 VoIP influencers of 2007 by VoIP-News.

Vocalocity offers a trouble free and straightforward approach to the often complicated process of installing and running a VoIP phone system, and is a leading provider of hosted VoIP services to businesses with less than 20 employees.

For more information about Vocalocity, visit www.vocalocity.com.