

# STRATCOM

STRATEGIC COMMUNICATIONS

BVM Report #: 3645

Report Date: 20-Nov-2014

Client: MB Finance - Rural MB TTH invite

Program: BVM\_1118\_MB Finance - Rural MB TTH invite

Duration: 79 seconds

Consultant: Carl

List size: 14996 records

Call start: 2014-11-20

Call end: 2014-11-20

## Contact Summary

Voice connect: 6128

Answering machine: 5822

% Contacted: 80%

	Count	Group %	Overall %
Voice connect	6,128	51.3%	40.9%
Answering machine	5,822	48.7%	38.8%
Undeliverable	3,046		20.3%
**** Total ****	14,996		100%