# Advantage

## Trump Talk Platform Update

**What it is and the benefit**:

New software is powering Trump Talk starting this week.  The software is called LiveVox and it enables a much higher velocity of calls to landlines AND cellphones than anything we have seen before.

In our pre-launch testing comparing head to head with the current Trump Talk/Red Dialer software:

Call Volume: Trump Talk using LiveVox made 3.4X more calls per hour (32,000 vs 9,400 calls per hour).

Conversations: Callers on Live Vox spoke to 35 voters per hour versus 4 per hour on Red Dialer?

**How it works:**

LiveVox employs a "Human Call Initiator" (HCI) system for making calls.  This means a person not a computer launches the calls which **enables much faster dialing of cell phones AND landlines**.

The person initiating the calls is a "clicker agent" supplied by Advantage.  RNC staff and volunteers simply login through www.trumptalk.gop and start accepting calls.

**Who**

Advantage, Red Dialer and Trump Talk users can login with their current username.

The password to login will be Victory20! For all users.

NOTE: A small number of Advantage users have usernames that do not meet the requirements of LiveVox. Please see the notes at the end of this document.
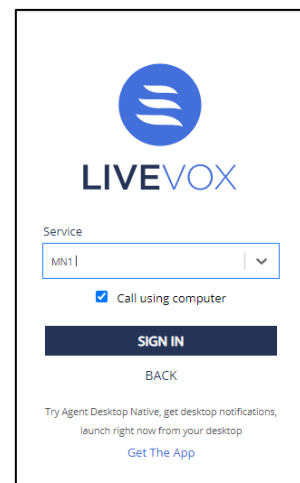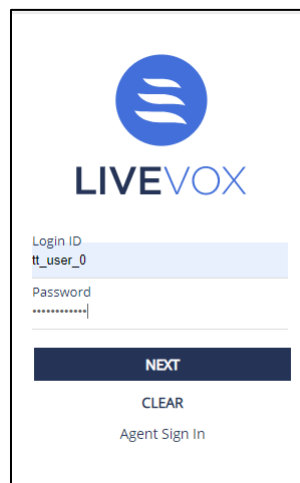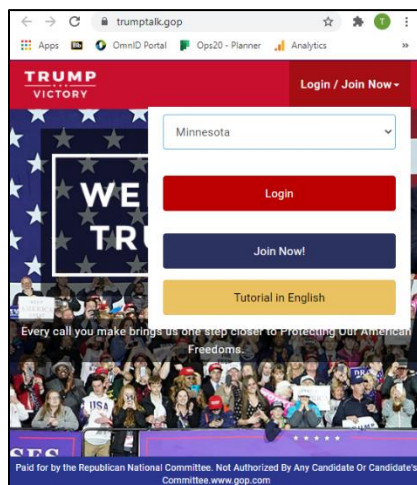
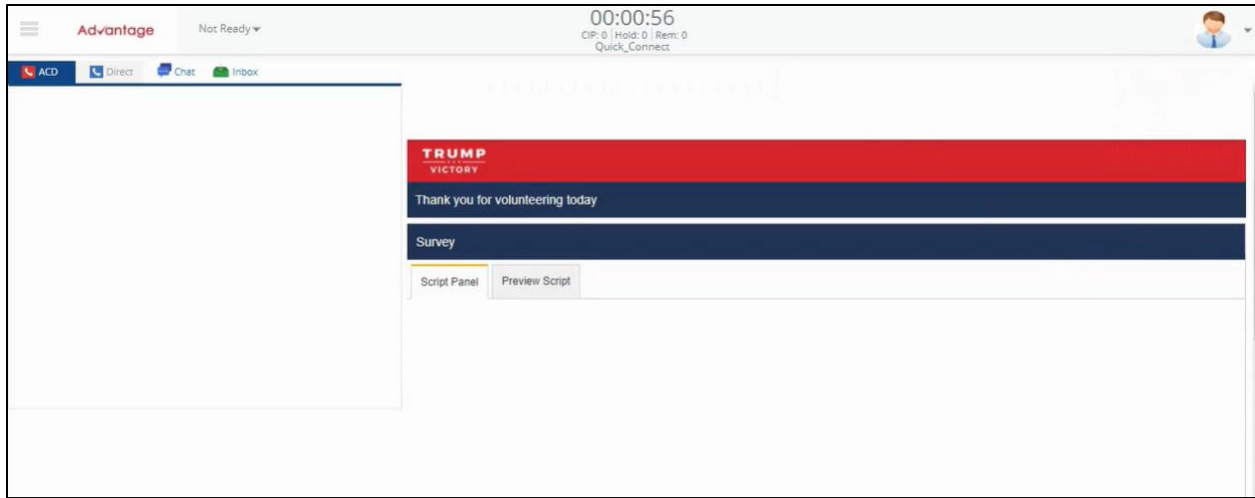**Where**

The login is www.trumptalk.gop

**Logging into the new Trump Talk**

For existing users: Users go to www.trumptalk.gop and select their home state.

After selecting their state they will redirected to the LiveVox login to enter their username and password and click NEXT.  In the following screen click SIGN IN

Once logged in, the users will land on this page



Here is a full video on how the system works: New Trump Talk User Video

This video is also available on the home page of Trump Talk

Getting Started:

The following states have data, scripts and users loaded in LiveVox

| State | Call List Ready | Script Ready |
|---|---|---|
| Iowa | Y | Y |
| Kentucky | Y | Y |
| Minnesota | Y | Y |
| Nevada | Y | Y |
| North Carolina | Y | Y |
| Maine | Y | Y |
| Michigan | Y | Y |
| Texas | Y | Y |

Prior to adding additional states, Advantage will need the statewide target universe and accompanying script including voicemail and disclaimer.  We will need lists and scripts by 5pm the day before states need them to go live.

Reporting

During the week of 9/14, volunteer call reports may be provided in 2 hour increments to each state.  A reporting portal will be provided for state directors and data directors by 9/18.  RNC Sales Force will

begin receiving regular updates no later than Tuesday morning 9/15.  RNC API updates beginning Wednesday morning 9/16 at latest.

*Note: Usernames have a few restrictions in LiveVox that are not present in Advantage.

- There is a 20 character limit for usernames.  While there are not very many in this situation, for user with over 20 characters, we will be providing modified user names.
- If a user name has certain special characters (such as @,* or \), a new user name will need to be created for the new Trump Talk.