

Fall 2023 TCNOPS launch to existing QSR Email list and Social Media

Notes:

- Below is the text for a series of six emails, to be sent once a week for the six weeks to our existing QSR customers, starting after the end of the TCNIQ campaign.
- The emails can be modified to address potential partners (such as FoodTech or Boston North or others) with the benefit they can provide to their customers.
- The Email Week name is internal to us, the subject is the subject to be used in the email, the preview text is what they will see as a preview in the browser if their email client supports this.
- The graphic should be the UO logo.
- If desired, a separate 800 number should be set up and replaced in the text below.
- We need a new calendly event to book a meeting on TCNOPS, with the link updated in the emails below.
- These will be sent through ACT ON
- Would like to launch first one to launch [DATE TBD] (and sent each Weds thereafter)
- At the end of the document, after the emails, is a list of suggested social posts (two for each week for LI and two each week for Twitter/X). Kristal, these are just suggestions. Graphics and the hashtags we can change, as well as any call-to-action links.
- IMPORTANT: if the emails are sent to prospects that may not be familiar with UO, add the following to the emails:

TCNOPS is part of Unified Office's Total Connect NowSM (TCN) platform, delivering comprehensive communication solutions encompassing voice, messaging, text messaging, and video, accessible anytime, anywhere, and on any device. Beyond these fundamental features, Unified Office enhances business operations by providing value-added applications like AI-based analytics and seamless integration with industry-specific solutions such as CRM and POS systems. The TCN Visual Performance SuiteTM (VPS) empowers business owners and managers with real-time performance analytics, access to recorded calls, equipment status monitoring, and more.

This fully managed hybrid cloud solution ensures business continuity with cellular backup in case of internet outages, distinguishing itself from competitors by offering failover capabilities based on quality thresholds, not just total outages. Unified Office's patented High-Quality Routing Protocol (HQRPTM) underpins all of these services, elevating the quality and reliability of Voice over IP communications.

Email 1: Loss Prevention

Subject: Enhance Food Safety and Cut Costs with TCNOPS

Preview Text: Prevent operational losses with TCNOPS!

Dear [NAME],

Are you tired of potential food waste and operational losses due to unnoticed equipment issues? Unified Office's Total Connect Now Operational Performance Suite (TCNOPS™) can help you put an end to this. Our real-time alerts, like notifying you about an open freezer door, ensure that your food stays safe, and your profits intact.

Let's work together to safeguard your restaurant's operations. Schedule a quick introduction with us today! Give us a call at 877-589-3700, visit our website at www.unifiedoffice.com, or click on this link [\[Calendly Link\]](#) to easily schedule an introductory call.

I look forward to talking with you soon.

Best regards,

Ken M. Stess
Vice President
Unified Office
(603) 842-9977

Email 2: Brand Reputation

Subject: Protect Your Restaurant's Reputation with TCNOPS

Preview Text: Protect your restaurant's reputation with TCNOPS – Preventing equipment failures and food spoilage to enhance customer satisfaction and ratings.

Dear [NAME],

In the fast-paced world of quick-service restaurants, customer satisfaction and online ratings can make or break your business. Every detail, from the quality of food to the efficiency of operations, plays a pivotal role in shaping your restaurant's reputation. Unified Office's Total Connect Now Operational Performance Suite (TCNOPS) is your ally in safeguarding your restaurant's image.

Equipment failures, spoiled food, or operational disruptions can lead to dissatisfied customers, negative reviews shared on social media, and a decline in your restaurant ratings. TCNOPS helps you mitigate these risks by providing real-time alerts for potential equipment issues, such as malfunctioning refrigeration or oven exhaust systems. By addressing problems proactively, you ensure that your customers never experience service disruptions that could result in dissatisfaction.

TCNOPS also assists in regulatory compliance by providing real-time alerts and detailed records of equipment operations, ensuring that you meet health department standards and avoid potential fines and negative publicity.

Your restaurant's reputation is a valuable asset, and TCNOPS is here to protect it. Let's work together to ensure your restaurant consistently delivers top-notch service, maintains high ratings, and keeps your customers coming back for more.

Schedule a quick introduction with us today! Give us a call at 877-589-3700, visit our website at www.unifiedoffice.com, or click on this link [\[Calendly Link\]](#) to easily schedule an introductory call.

I look forward to talking with you soon.

Best regards,

Ken M. Stess
Vice President
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(603) 842-9977

Email 3: Predictive Analysis

Subject: Proactive Maintenance Made Easy with TCNOPS

Preview Text: Identify issues before they occur with TCNOPS!

Dear [NAME],

Are you looking for a way to stay ahead of maintenance issues? Unified Office's Total Connect Now Operational Performance Suite (TCNOPS™) has your back. Our predictive analysis feature identifies component failures before they occur, alerting your management team for proactive maintenance. Plus, it assists HVAC contractors in pinpointing potential trouble areas.

Let's explore how TCNOPS can optimize your maintenance processes. Schedule a quick introduction with us today! Give us a call at 877-589-3700, visit our website at www.unifiedoffice.com, or click on this link [\[Calendly Link\]](#) to easily schedule an introductory call.

I look forward to talking with you soon.

Best regards,

Ken M. Stess
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Email 4: Regulatory Compliance

Subject: Ensure Health Department Compliance with TCNOPS

Preview Text: Stay compliant and impress health inspectors with TCNOPS!

Dear [NAME],

Meeting regulatory requirements and impressing health inspectors can be challenging. Unified Office's Total Connect Now Operational Performance Suite (TCNOPS™) simplifies this for you. TCNOPS provides real-time alerts for equipment issues and maintains detailed operation records, ensuring compliance with state and local health departments.

Let's discuss how TCNOPS can streamline your regulatory compliance efforts. Schedule a quick introduction with us today! Give us a call at 877-589-3700, visit our website at www.unifiedoffice.com, or click on this link [\[Calendly Link\]](#) to easily schedule an introductory call.

I look forward to talking with you soon.

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Ken M. Stess
Vice President
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Email 5: Real-Time Analytics

Subject: Data-Driven Decisions with TCNOPS

Preview Text: Access real-time analytics from anywhere with TCNOPS!

Dear [NAME],

Are you seeking data-driven insights to improve your restaurant's performance? Unified Office's Total Connect Now Operational Performance Suite (TCNOPS™) offers real-time operational analytics through our Visual Performance Suite (VPS). Access your data from any device, anywhere, at any time.

Let's explore how TCNOPS can empower your decision-making process. Schedule a quick introduction with us today! Give us a call at 877-589-3700, visit our website at www.unifiedoffice.com, or click on this link [\[Calendly Link\]](#) to easily schedule an introductory call.

I look forward to talking with you soon.

Best regards,

Ken M. Stess
Vice President
Unified Office
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Email 6: Long Battery Life and Reliability

Subject: Reliable and Durable IoT Solutions with TCNOPS

Preview Text: Experience greater reliability with TCNOPS!

Dear [NAME],

In the fast-paced world of quick-service restaurants, reliability is paramount. Unified Office's Total Connect Now Operational Performance Suite (TCNOPS™) now offers industrial-grade sensors with a remarkable 10-year battery life. Say goodbye to frequent sensor replacements and hello to enhanced quality and reliability.

Let's explore how TCNOPS can improve your restaurant's operations. Schedule a quick introduction with us today! Give us a call at 877-589-3700, visit our website at www.unifiedoffice.com, or click on this link [\[Calendly Link\]](#) to easily schedule an introductory call.

I look forward to talking with you soon.

Best regards,

Ken M. Stess
Vice President
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Social Media Posts

Email 1: Loss Prevention

LinkedIn Post 1: Running a quick-service restaurant? Say goodbye to food waste and losses! Discover how TCNOPS can alert you about potential equipment issues like open freezer doors. Boost your profits and food safety with us! #RestaurantTech #TCNOPS

Twitter Post 1: Running a restaurant? Prevent food waste and operational losses with TCNOPS! Real-time alerts for open freezer doors and more. Elevate your food safety game! #RestaurantTech #TCNOPS

LinkedIn Post 2: Attention restaurant owners! Unnoticed equipment issues causing losses? TCNOPS has your back with real-time alerts. Protect your food, profits, and reputation! Schedule a demo today. #FoodSafety #TCNOPS

Twitter Post 2: Restaurant owners, worried about equipment issues? TCNOPS sends real-time alerts for open freezer doors and more. Keep your food safe and profits intact! #FoodSafety #TCNOPS

Email 6: Brand Reputation

Twitter Post 1: Protect your restaurant's reputation with TCNOPS! Prevent equipment failures and food spoilage, ensuring top-notch service and high ratings. Learn how TCNOPS safeguards your brand: [Link] #RestaurantTech #TCNOPS

Twitter Post 2: Every detail counts in quick-service restaurants. TCNOPS offers real-time alerts for equipment issues and helps maintain food quality. Enhance customer satisfaction and ratings with TCNOPS! #CustomerExperience #TCNOPS

LinkedIn Post 1: In the competitive world of quick-service restaurants, customer satisfaction and online ratings are paramount. Learn how Unified Office's TCNOPS helps protect your restaurant's reputation by preventing equipment failures and food spoilage. Ensure top-notch service and high ratings: [Link] #RestaurantManagement #TCNOPS

LinkedIn Post 2: Operational disruptions can lead to dissatisfied customers and negative reviews. Unified Office's TCNOPS offers real-time alerts for equipment issues and helps maintain food quality, ensuring customer satisfaction and high ratings. Discover how TCNOPS safeguards your restaurant's brand: [Link] #RestaurantTech #TCNOPS

Email 3: Long Battery Life and Reliability

LinkedIn Post 3: Tired of replacing sensors? TCNOPS offers industrial-grade sensors with a 10-year battery life! Ensure reliability and quality for your restaurant's operations. Learn more: [Link] #IoT #Reliability

Twitter Post 3: Replace sensors less often! TCNOPS comes with industrial-grade sensors lasting 10 years. Say hello to reliability and quality! #IoT #Reliability

LinkedIn Post 4: For quick-service restaurants, reliability is key. TCNOPS now offers sensors that last a decade! Ensure your operations run smoothly with enhanced quality and reliability. #QuickService #TCNOPS

Twitter Post 4: Quick-service restaurants, need reliable sensors? TCNOPS offers 10-year battery life and enhanced quality. Keep your operations smooth! #QuickService #TCNOPS

Email 4: Predictive Analysis

LinkedIn Post 5: Maintenance headaches? TCNOPS predicts component failures before they occur! Stay ahead with proactive alerts and maintenance. Elevate your restaurant's efficiency. #PredictiveMaintenance #TCNOPS

Twitter Post 5: Maintenance challenges? TCNOPS predicts component failures, alerting you proactively. Keep your restaurant running smoothly! #PredictiveMaintenance #TCNOPS

LinkedIn Post 6: Spotting potential issues made easy! TCNOPS not only alerts but helps HVAC contractors too. Elevate your restaurant's maintenance game with TCNOPS. #HVAC #Maintenance

Twitter Post 6: Empower HVAC contractors! TCNOPS assists in spotting potential issues. Elevate your maintenance game with TCNOPS. #HVAC #Maintenance

Email 4: Regulatory Compliance

LinkedIn Post 7: Staying compliant with health departments is crucial. TCNOPS provides real-time alerts and detailed records to impress inspectors. Keep your restaurant on the right track! #Compliance #TCNOPS

Twitter Post 7: Stay compliant with TCNOPS! Real-time alerts and detailed records impress health inspectors. Keep your restaurant in compliance! #Compliance #TCNOPS

LinkedIn Post 8: Health inspections stressing you out? TCNOPS has your back with real-time alerts and meticulous records. Keep your restaurant health department-ready! #HealthInspection #TCNOPS

Twitter Post 8: Health inspections stressing you out? TCNOPS offers real-time alerts and meticulous records. Get ready for a hassle-free inspection! #HealthInspection #TCNOPS

Email 5: Real-Time Analytics

LinkedIn Post 9: Data-driven decisions are the future of restaurants. TCNOPS offers real-time analytics from anywhere. Make informed choices and enhance your restaurant's performance! #DataAnalytics #TCNOPS

Twitter Post 9: Unlock data-driven decisions with TCNOPS! Real-time analytics from anywhere, anytime. Elevate your restaurant's performance! #DataAnalytics #TCNOPS

LinkedIn Post 10: Want to boost your restaurant's performance? TCNOPS offers real-time operational analytics through VPS. Access your data from any device, anywhere. Stay ahead of the game! #RestaurantTech #TCNOPS

Twitter Post 10: Boost your restaurant's performance with TCNOPS! Real-time operational analytics through VPS. Stay ahead of the game! #RestaurantTech #TCNOPS

Email 6: Brand Reputation

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