

## City of Hollywood, Florida: Illegal Street Sign Removal

### **Client Background**

Hollywood, Florida is home to more than 60 parks, seven golf courses, seven miles of pristine beaches, and the one-of-a-kind Hollywood Beach Broadwalk, a promenade that stretches nearly 2.5 miles along the Atlantic Ocean. Hollywood has steadily grown into a dynamic business hub with more than 10,000 companies in the City. Approximately 80 percent of Port Everglades, the world's second-busiest cruise port, is located in Hollywood and the port is home to Royal Caribbean's Allure of the Seas and Oasis of the Seas, the largest cruise liners in the world. Historic Downtown Hollywood is a lively commercial, entertainment and cultural arts district. Highlighted by the Artspark at Young Circle and dozens of bars and restaurants, Downtown Hollywood hosts hundreds of concerts, music festivals, dance exhibitions, shows, art exhibits, and much more. You can enjoy a wide variety of music and entertainment from live jazz, blues, rock, Latin, and R&B, all just a few steps apart.

### **The Challenge**

City of Hollywood, Florida has a problem with citizens placing illegal signs next to freeway entrances and exits as well as popular street places. These snipe signs upon removal would immediately reappear as they are a cost effective advertising method. It not only caused uncomfot for day to day individuals, but also caused great risk while driving as the accidents around these signs have risen. Our ultimate goal is to automate snipe sign removal processes as much as possible and facilitate the movement of getting the citizens who posted the illegal sign to pay a sign.

### **The Solution**

Voicent's Auto Dialer (Broadcast By Phone) software can accept a list of telephone numbers that are posted on these illegal signs, and place repetitive telephone calls to them letting them know their sign is illegally posted and to go to their county office to pay a fine. This not only increased productivity in the workplace, but did so with great ease. It even does better than our live agents. Their robust features provide our call lists with the capability to automatically start over and repeat as well as the ability for the callee to interact with the telephone for a press 1 to transfer. Voicent has enabled the City of Florida to get rid of illegally posted signs by placing automated telephone calls to numbers listed on the signs with the notice of fine and laws surrounding the illegal signs. Voicent's Auto Dialer affordability stems from the fact that you buy it once and own it for life. There are no additional monthly or per-call fees to pay. It also comes equipped with a number of features such as live-call transfer, automated messages, touch-tone opt-out options and an easy-to-use, Excel-like interface.