

# MessageSMART

*your corporate messenger*

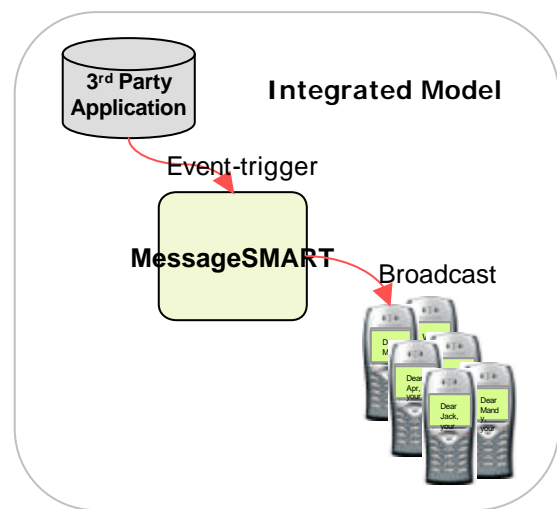
**MessageSMART is an innovative messaging solution for businesses.**

**It can be:**

Integrated within 3<sup>rd</sup> party applications to facilitate the sending of SMS

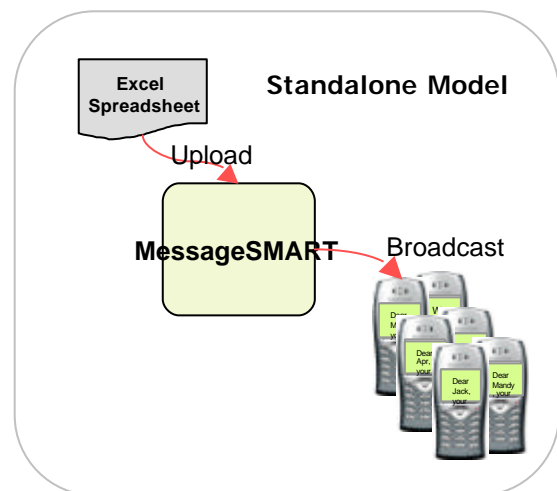
Deployed as a standalone application to construct and broadcast SMS

Easily upgraded to support other forms of messaging (e.g. Voice, MMS, email, fax)



## key benefits

- > **Automate the sending of SMS**
  - Through integrating into specific processes of existing 3<sup>rd</sup> party applications
- > **Mass Distribution**
  - Dispatch SMS to multiple recipients using data uploaded from MS Excel spreadsheet (for Standalone Model only)
- > **Convenience and Flexibility**
  - Message templates can be set-up easily with the option to import specific data variables



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## success story

### Business issues |



- **Opportunity costs** - Customers forgetting to show up for their booked car service
- **Operating costs** - Labour, stationery and mailing costs involved in posting out reminder notifications

### Solution |



- **Automated Reminders** -SMS reminders are sent 1 day prior to the service date based on the system's booking schedule
- **Mass SMS broadcast** - Customer data exported from the database is uploaded to MessageSMART for batch broadcast with customisable message templates

### Benefits |



- **Reduced no shows** - Less customers forgetting about their booked service
- **Increased operational efficiency** - Less costly and less time required to send out notifications
- **More bookings** – Customers are more responsive to SMS than letters

## key features

### Integrated Model

- > Can be integrated into 3<sup>rd</sup> party applications
- > Event-triggered dispatch of standard SMS messages

### Standalone Model

- > Instantaneous broadcast of ad hoc SMS messages
- > Direct upload from MS Excel file
- > Customisable templates
- > Mail merge facility to import specific data variables
- > SMS replies routed to a pre-specified email address

### 'SMS helps us bring in more cars ...'

A multi-site car dealership services 120 cars per day. Seeing the growth in popularity of SMS, it decided to incorporate SMS into its daily operation process.

MessageSMART was integrated into the dealership's CRM system such that a SMS reminder is automatically sent to each customer 1 day prior to the booking based on the system's booking schedule.

Dear Mrs Robinson, your car is booked in for a service tomorrow. Pls call us on 9954 3584 if you can't make it. See you then - iMotors)

"We've always wanted to make a courtesy reminder call, but with 120 cars a day, it was simply not feasible. The new system using SMS is fantastic."

In addition to the automated messaging, MessageSMART is used in marketing activities to drive service bookings.

"By exporting specific data from our CRM system, we can build flexible messages and broadcast them to targeted customers instantaneously. It's amazing how much

Dear Jack, your car CHA01N is now due for a 40,000 km service. Pls call us on 9954 3584 to book a service. See you soon! - iMotors)

more responsive people are to SMS than the traditional reminder letters. Not to mention the time and costs of sending out letters."

For more information on MessageSMART

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