



SMS

 contact

Have you considered the SMS to ease communication with your customers?

With the GoContact SMS module, companies can carry out mass SMS deliveries to their customers, innovating the way of communicating and standing out from competition.

Main features

- SMS sending up to 160 characters
- Customized Information: fields with information on the customer's CRM **
- Scheduling the sending for any time
- Delivery and reading confirmation receipts

The SMS is an increasingly effective marketing tool due to its low cost.

The SMS module is a user-friendly solution that allows you to carry out mass SMS sending. You simply have to choose the database you want to send the SMS to, and the delivery is carried out immediately - simple and effective!

Working together with the GoContact solution, you can create several automatic orders to ensure your Contact Centre has superior efficiency.

For example, it is possible to send an SMS after each call and based on the call typing, as well as sending SMS alerts, based on date/time and on the call typing.

SMS benefits

Low cost: Very low cost, with an outstanding ROI*

Opening time: 90% of mobile phone users open and read SMS messages in 5 seconds after receiving them. SMS is effective in communicating with the customer.

Market expansion: The number of mobile phones grows increasingly in the world and people tend to use more their smartphones to complement personal computers.

Customization: Each message can be sent to a group of people and it may contain a customized field, such as the person's name or other information that varies according to the telephone number.

Sceneries of Use

SAC/Help Desk: The SMS can be used, for example, to alert on the contact status of a customer or to forward a customer request to a specific department (sales, maintenance, etc.).

Collection Operations: The SMS service can be used in a first contact to remind the payment due dates.

Active Marketing/Sales: The SMS service can replace the voice channel where information needs to be transmitted rapidly and in a precise manner.

CRM/Customer loyalty: The SMS is a perfect channel to strengthen and customize the relationship with your customers. Application examples: to communicate product launches or company news, send alerts, inform on the date and time of delivery of the purchased products.