VERTICAL MARKET - PUBLISHING

Publishers can expect growth in their subscriber bases if they improve their methods of communication to engage the new generation of digital readers.

The digital era has transformed the customer communications environment and publishers and content providers in particular are experiencing major changes in how they market their businesses. Today's customers are mobile and expect information to be delivered in real time. Publishers must adopt innovative solutions in order to meet these demands, improve their customer retention rates and increase revenues.

Advanced messaging platforms can provide a detailed and profiled picture of an audience. By obtaining information through messaging campaigns which provide demographic and psychographic information, publishers can use this information, with the right permissions, to build loyalty programs and sell ancillary products to their readers.

Advanced multi-channel messaging platforms provide cost effective tools that publishers and content providers need to better connect with their growing and increasingly mobile customer base. Whether it's an outstanding debt reminder or a sophisticated, fast-to-market mobile marketing campaign, these platforms provide the best solutions for reaching customers on their preferred device while engendering loyalty and increasing revenues.

The TeleMessage solutions for the publishing industry include:

- **Mobile and Tablet Application**: an enterprise-ready application that facilitates the sending and receiving of rich messages over SMS and IP messaging via Smartphone Push Notifications on iOS and Android devices.
- **Messaging Gateway**: a multi-channel message delivery and management solution that facilitates real-time messaging to and from any device. It supports many APIs such as SNPP, WCTP (for Pager replacements), XML, SMTP, HTTP and more, allowing it to seamlessly integrate with existing utilities industry IT systems.
- **PC to Mobile**: a suite of applications that allow management teams to send messages from Outlook and Web interfaces with emergency mass notification and campaign management features.

TeleMessage delivers intelligent messaging solutions seamlessly over any communication device.

These solutions support an ever growing number of enterprises, including leading brands across a range of industries such as healthcare, travel, finance and retail among others. By optimizing their communication capabilities, our solutions assist enterprises in achieving greater efficiency.

TeleMessage seamlessly handles text, voice and IP messages over mobiles, tablets, the web, Office, APIs and IT infrastructure.

Successfully deployed with over forty operators and thousands of enterprises worldwide, our software reaches hundreds of millions of users and powers billions of messages through customer networks.

Our product line includes: Mobile and Tablet Applications, PC to Mobile, Messaging Gateway, and SMS to Voice.

SECURE PUBLISHING APPLICATIONS

- Differentiates between messages from less important emails and text messages
- Saves money by using IP messaging
- Provides automatic message delivery receipts
- Offers active acknowledgement of message and free-form text response
- Enables user authentication
- Initiates messages to other users on any type of device from a TeleMessage-enabled device
- Leverages cellular and Wi-Fi networks

TeleMessage provides secure, multi-channel and field-proven messaging solutions that enable publishing management teams to securely send, receive and manage a range of message types (SMS, IP messaging via Smartphone Push Notifications, Voice, Fax and E-mail) to any communication device. The suite can be used for the following:

Use Cases

Magazine subscription renewals: Remind customers to renew their subscriptions by providing them with the option to renew immediately or talk to a call center agent. Drive advance renewals by offering subscribers early renewal bonus option.

Overdue payments: Notify customers of overdue payments with calls that enable credit card processing or call transfer to a service representative.

Customer surveys and welcome calls: Welcome new customers with a telephone greeting and collect customer feedback. Ensure delivery is efficient and give customers the ability to correct mailing addresses.

Promotions: Cross-sell publications and improve newspaper circulation.

Discounts and Competitions: Send a coupon with discount codes for subscription orders and advertiser products. Hold competitions to boost brand awareness and increase subscriber satisfaction

Engage subscribers: Invite readers to join notification service to receive weekly updates and alerts about new articles, health or fashion tips, and much more.

Increase Revenues: Upsell, cross-sell and bundle offerings

Key Benefits

Increased circulation - Drive subscription rates by separating renewal reminders and promotions from the mailbox clutter. Automate a variety of reminder calls to retain subscribers who fail to renew their subscriptions.

Lower customer support costs - Reduce the number of outbound mailings required to generate subscription renewals.

Reduce notification costs - Send one message and reach the entire contact base seamlessly and cost effectively utilizing IP messaging wherever available

Improved account management - Improve revenues and accounts receivables with automated calls to customers, allowing for real-time collections and faster subscription termination for delinquent accounts.

Higher customer satisfaction - Ensure customers are satisfied with their delivery services by capturing immediate feedback and responding quickly.

Increase loyalty - Add value to your brand and build loyalty among subscribers by delivering relevant and valuable content to subscribers on the most relevant device

TeleMessage