

VERTICAL MARKET - RETAIL

Smart retailers are wasting little time in seizing strategic opportunities to seamlessly implement multi-channel messaging in an effort to drive sales by improving the customer experience.

Mobile messaging is proving to be massively successful in the retail sector. The reach, immediacy and highly personal nature of the mobile device makes it the perfect channel for retailers to boost customer engagement, drive sales, lower costs and elevate brand awareness by improving the customer experience. Mobile messaging is one of the most important forms of communication in the retail world today and mobile messaging campaigns are considered the new nirvana in point-of-sale campaigns.

The secret to growth and evolution in the retail industry is leveraging technology in order to create a range of opportunities to connect with customers. The true value of connecting with customers comes in the form of data and analytics. By capturing demographic and psychographic information on customers, retailers can create highly personalized and targeted messages based on specific criteria.

From increasing brand loyalty, communicating with employees, promoting special offers and discounts to shipment and delivery notifications, the TeleMessage multi-channel messaging solution not only provides retailers the ability to engage their customers directly, they also provide customers with the option to respond in real time to offers or specials, provides retailers with a significant advantage in a highly competitive environment.

The TeleMessage solutions for the retail 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.

Key Features

- 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

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SECURE RETAIL APPLICATIONS

TeleMessage provides secure, multi-channel and field-proven messaging solutions that enable retail 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

Product/Ticket Shipment and Status Notification: Provide customers with status information on shipments, back orders or partial shipments. Notify customers when orders have been shipped as well as when returns have been accepted and accounts credited.

Special Promotions: From mobile coupons, customer surveys and branded ads, create and deliver direct marketing campaigns based on your customers' individual preferences. Enhance your database and learn from their responses in order to improve the focus of future targeted messages.

Payment Notification: Inform customers when payment installments are due and enable them to automatically pay by credit card or talk to a customer service agent. If a customer is not using your company's credit card, use an alert to up-sell card and services.

Product Delivery Notification: Involve customers in the scheduling process and allow them to choose specific delivery times and options for home deliveries.

Employee Notifications: Easily and effectively create, manage and distribute corporate messages to any and all employees.

Key Benefits

Improve Customer Service – Keep customers better informed allowing agents to focus on inbound customer service and order-taking.

Reduce Customer Support Costs - Replace expensive outbound agent contact with cost-effective automated telephone calls and prevent inbound calls with proactive notifications. Offload costly customer services calls to SMS-based request & reply services that still provide customers with a direct communication channel.

Reduce Notification Costs - Send one message and reach the entire contact base seamlessly and cost effectively utilizing IP messaging wherever available.

Maximize Effectiveness - Use a multichannel approach to mobile communication. Retailers can use a mix of messaging channels to ensure they use the most appropriate communication method for the message and urgency of the situation.

Build Long Term Customer Engagement - Build brand awareness, increase customer satisfaction and boost loyalty by delivering highly targeted and relevant marketing communications to shoppers.

Revenue Generation - Leverage personalized proactive calls to reduce lost orders, selectively upsell or renew services as well as draw attention to new products and catalogs.

Better Order Fulfillment - Automate communication of backorder, return, out-of-stock and shipping information. Correct order issues, such as invalid credit card numbers or missing information.