

# SMS Text Messaging

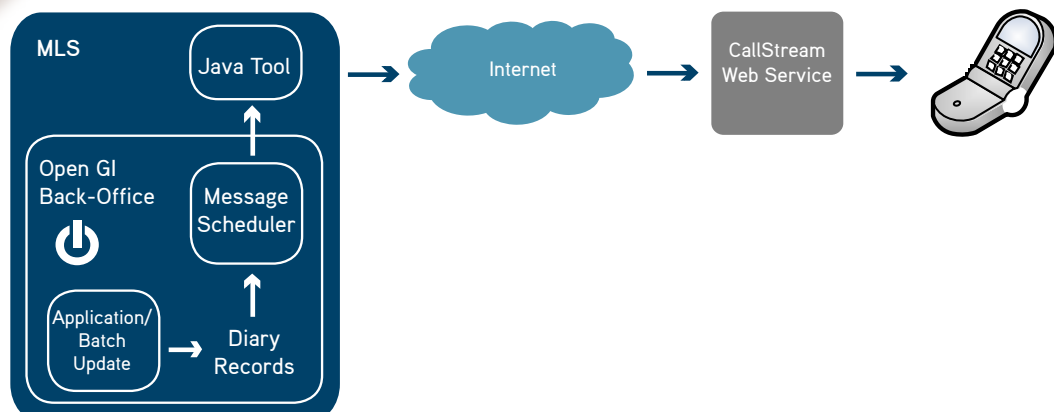
## Instant Client Communication

SMS Text Messaging is a new communications solution which provides integrated functionality to send text messages. In partnership with Call Stream, the technology allows brokers to increase conversion rates, particularly at renewal, and communicate more effectively with clients. With seamless integration to the Core Back-Office, you can schedule when text messages are sent and easily manage your contacts. The solution supports both Prospects and Live Customers.

## Features

- 3 ways to send SMS messages; Ad-Hoc, batch or automatic triggers via calculations
- Ability to prioritise SMS message status
- Functionality to schedule automatic SMS message delivery date
- Capability to track delivery status of SMS messages
- Configurable automatic suspension of service should the need arise
- No impact on system performance

SMS Text Messaging Process



For further information contact Open GI:

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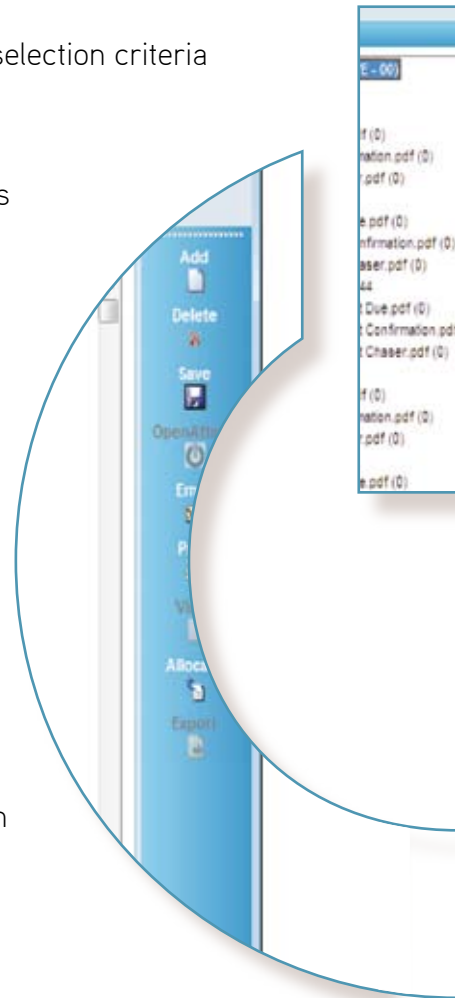
*"SMS Text Messaging has all the functionality to allow enhanced client communication, with simple direct messaging sent individually or in batches."*

## Advantages

- Provides the functionality to send messages to clients and prospects instantly
- A new diary type of 'SMS Message' is available for Ad-Hoc messaging within the Core Back-Office
- Batch functionality available through Database Enquiry via selection criteria
- Ability for client 'opt out'
- Easy to manage your contact base via unsubscribe requests

## Benefits

- Enhance client communication, with simple direct messaging
- Quickly respond to individual clients and prospects from aggregators where the broker was in the top 'x' position
- Easy and effective communication with your customer base: up-selling policies, issuing claim numbers, renewal reminders, customer chasers and promotion notifications
- Full integration with the Core Back-Office diary provides an audit trail
- Removes the need for external applications, reducing costs



### Minimum Requirements

When contracting with Open GI for SMS Text Messaging you will need to make sure you have the following:

- Core 13.50A/40
- MLS Server