

## SmartInform targeted and mass communication in an instant

SmartInform is an automated communication and response monitoring system, designed for emergency and non-emergency situations where the ability to communicate efficiently – often in an instant – is essential. As a communication application, it supports a wide variety of uses such as debt collection, product recall and audio-conferencing.

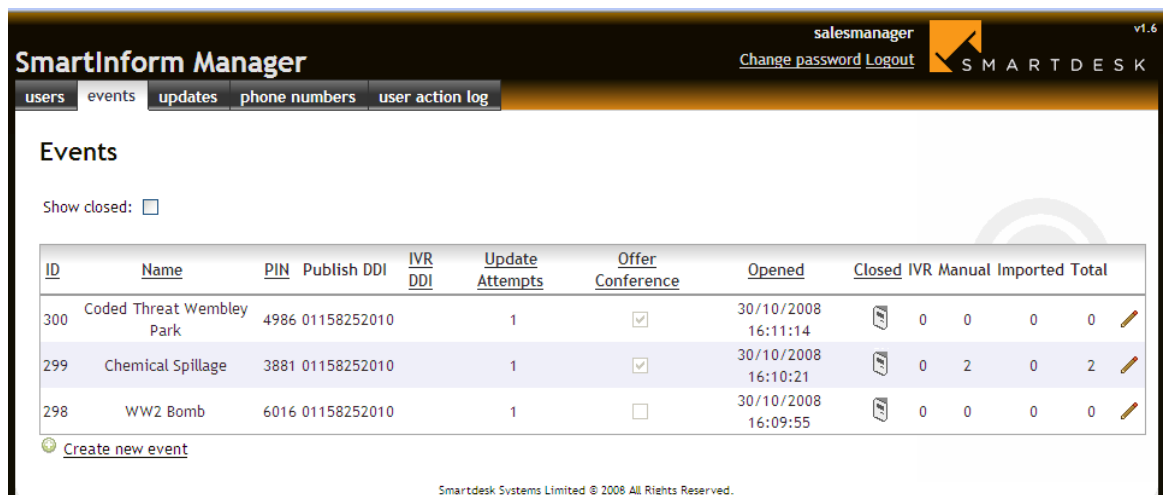


Through an attractive, intuitive web interface you can use voice, SMS and email to deliver messages to any number of individuals such as your customers, board members and other employees. As well as specific messages, SmartInform supports high volume messaging that can be delivered to all, or segments of, your customer base.

SmartInform also helps improve the customer experience whilst significantly reducing your inbound call volumes. Being web-based means real ease of operation without any systems integration issues. It also means minimal impact on capex and a cost that promotes rapid ROI.

### How does it work?

When an unplanned incident occurs or a planned incident is imminent, you create an ‘event’ in the online interface. You simply upload the contact details for your customers and other stakeholders (extracted from your CRM application or manually) and message them using the communication channels you select. Groups and messages you create are stored, making the exercise very quick and easy to repeat or to refine.

ID	Name	PIN	Publish DDI	IVR DDI	Update Attempts	Offer Conference	Opened	Closed	IVR	Manual	Imported	Total
300	Coded Threat Wembley Park	4986	01158252010		1	<input checked="" type="checkbox"/>	30/10/2008 16:11:14		0	0	0	0
299	Chemical Spillage	3881	01158252010		1	<input checked="" type="checkbox"/>	30/10/2008 16:10:21		0	2	0	2
298	WW2 Bomb	6016	01158252010		1	<input type="checkbox"/>	30/10/2008 16:09:55		0	0	0	0

[Create new event](#)

Customers who contact you by phone can be updated on the ‘event’ via a message on your IVR (“Press 1 to be kept updated...”) or your website (“Complete this form to be kept updated...”). They can then receive updates on their chosen phone number, as they become available. Updates can be issued by voice, SMS or email, depending on urgency and your or the customer’s preference.



As a multichannel application, SmartInform allows you to exploit all contact data you hold for your customers. It's also ideally suited to improving the integrity of your data. For instance, you could run an email campaign to request full customer contact details. Where you have only a phone number you could leave a voice message to do the same. You could also encourage confirmation of customer opt-ins where this information is lacking.



Extensive reporting provides for a full audit trail and shows in real-time the response to your communications. As a live environment, it means you can quickly assess the scale of an incident and start to manage it effectively whilst reassuring customers of your focus.

### Instant customer response and auditing puts you in control

Any incidents you set up and update will generate an audit trail, giving you the control and reassurance you need to assess and manage the situation.



As a personalised, instant solution that offers real-time customer response, voice messaging brings specific advantages. It means you can offer conferencing functionality so you can engage the views of customers and clarify or re-inforce information as necessary. This intelligence can be triggered as easily as: "Press 1 to speak with an agent if you have any questions".

Where a response is necessary, SmartInform gives your customers a voice immediately and cost-effectively.

### Snapshot of SmartInform benefits

- Helps minimise inbound call volumes
- Full incident messaging from minor issues to emergencies
- User defined groups (customers or colleagues) messaged in an instant
- Use any mix of voice, email and SMS messaging to optimise effectiveness
- Supports unplanned and planned communications
- Supports outbound and inbound communications incl. conferencing
- Extensive reporting to show effectiveness and history of campaigns
- Helps maximise debt collection
- Rapid, flexible disaster recovery and business continuity support

### Who will benefit from SmartInform?

The following will particularly appreciate SmartInform's capability:

- Customer Service, Customer Experience Managers, Contact Centre Managers
- Communications Managers
- Operations Managers, Resource & Planning Managers
- Quality Control & Compliance Officers
- Debt Collection Managers
- Sales & Marketing Managers



## Much more than customer messaging

As an innovative, multi-purpose communications tool, SmartInform is much more than a means to message customers. It helps you distribute news and information across your organisation. It disseminates training information, shows you who has received, opened and acknowledged it, who has opted in for updates, who requests help (live or at a scheduled time). It minimises disruption and brings key stakeholders together in seconds during emergencies. It's an instant conferencing solution that gets all your contacts in conference in seconds. It can bring various workgroups together on cross-functional initiatives. And it can drive your debt collection programme, underpin product recall activities, appointment reminders, and more.



## Debt Recovery is smarter with SmartInform

Using SmartInform, you can reach thousands of debtors with one click by voice, SMS or email within minutes. You can repeat the process as often as you want, refining your message accordingly.



Using these channels at an increased frequency helps maximise your debt collection. As an example:

1. You message a segment of your debtors via email.
2. To those who take no action, you issue an SMS. The SMS could refer to your website log-in section, the debt amount or the email or a number to call.
3. You follow this up with a voice message, offering the recipient to "Press 1 to make an immediate payment or Press 2 to discuss the matter with an agent".
4. As a last resort you can add the more costly action of letters or personal calls.

SmartInform can handle both the unskilled and skilled elements of the call. The former might be verifying identity and explaining your reason for calling. This pre-handling means your agent can spend more time focused on collecting the debt.

You can easily set SmartInform to issue a series of increasingly strong messages via voice, SMS or email to the time-frames you want.

Tracking the success of your debt collection activity with SmartInform is easy. You get extensive reporting and can see who has acknowledged and acted upon your messages, and the impact on cash collection.

## Who are we?

Based in Wembley, SmartDesk Systems work with the Post Office, Argos, Eurostar, NTL Virgin Media, Sightsavers, 3663 and Echo Managed Services amongst others to make a difference through intelligent communication solutions.

