

## Bulk SMS and your CRM

### PhonovationResponse SMS Gateway Software improves CRM communication

It has never been easier to build and maintain strong relationships your contacts. While social media and email communication have their many uses they don't have the same personalisation and tailoring capabilities of an SMS service that integrates with your CRM.

By using the precise and up-to-date data available through a CRM system, PhonovationResponse's SMS Gateway software can send personalised one-to-one or mass communications directly to your contact's mobile phone in one simple click. Send some news, a reminder of a special offer or create a very targeted list of contacts to send a tailored text message to - for example - upgrade people from bronze to silver package.

You can also be assured that your text message gets read. 96% of all SMS messages get opened by the recipient versus 22% of emails.

#### Business benefits...

Improve revenue and increase sales targets by implementing PhonovationResponse's SMS platform internally:

Use SMS messaging to communicate customer needs between departments – making information gathering and response time both fast and labour saving. Send current client information to a mobile sales force enabling them to call on customers with up-to-the-minute facts and figures available at the touch of a button. Marketing departments will

anticipate customer needs with ease as the SMS platform tracks response rates to newly offered products and services.

#### Why PhonovationResponse SMS Gateway?

Phonovation's SMS gateway is used by some of Europe's biggest companies - Investec, Liberty Insurance, Vodafone and UPC - to help drive sales, improve customer communication, reduce costs and provide a better customer service.

**The powerful PhonovationResponse SMS Gateway is robust enough to handle the most demanding of SMS campaigns.**

The powerful PhonovationResponse SMS Gateway is robust enough to handle the most demanding of SMS campaigns. With a unique capacity to send 500 SMS messages per second it can provide a 24/7 fail safe platform for your communications.

Call us now on:  
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