

sms360

... because first impressions count.

Delacon introduces sms360

sms360 is a revolutionary product that provides the technology to capture instantly this emerging trend of interaction a customer has with an organisation.

SMS is increasingly being used by businesses to deliver instant information about their organisations that creates a personalised level of customer service.

Discover how sms360 works and how it can benefit your company.





First Impressions Count

The key to winning over customers is determined not only by how clever the online presence, SEO strategy and initial attraction of customers to your website is, but also how effective the initial interaction is between company and customer.

Research has shown that 62% of target customers believe a unique experience is a very important determinant in deciding which brand to purchase. Moreover 44% would actually pay a premium for a service if their interaction was unique (*KRD Research, Sept. 2011*).

Rolling out a solution such as Delacon's **sms360** is the ideal way to create a personalised and unique initial customer interaction.

sms360 is the perfect addition to any organisations online marketing strategy and call tracking solution.

To find out how sms360 can benefit your business, call 1300 990 999.

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How does it work?

It's simple!

- » A potential customer calls your organisation from your website to make an enquiry.
- » The moment the call has concluded an automated SMS is generated and sent to the customer. This SMS was completely customised by the client.
- » The customer SMS response is sent back automatically to a nominated email address of the organisation the customer called.



The SMS message can be customised by the client to focus on whatever insight the organisation requires to have a successful initial interaction.

For example, an organisation has an online strategy that is maximizing its SEO and keyword tracking but needs to understand the effectiveness of the initial interaction the customer is making with the organisation. The SMS that is generated can be customised to ask a simple question (or questions) concerning their experience with the person to whom they spoke. The SMS response from the customer is then captured and converted to email and this is then sent to the organisation for analysis to ensure the customer is receiving a satisfactory level of service.

