

TruReach Deliver Aerialink

engage and inform consumers
with text messaging



consumers prefer to text businesses

There is a lot to like about text messaging. Just ask consumers. In survey after survey, short message service (SMS) is their preferred way to interact not just with friends and family but with businesses, schools, healthcare providers, government agencies and other organizations, too. In fact:

- 64% prefer to text a business rather than call.¹
- 78% of people wish they could have a text conversation with a business.²
- 48% prefer loyalty communications via SMS rather than direct mail, email or a smartphone app.

keys to a successful implementation

When 78% of people wish they could have a text conversation with a business, it means that most organizations are not providing that option. Why not?

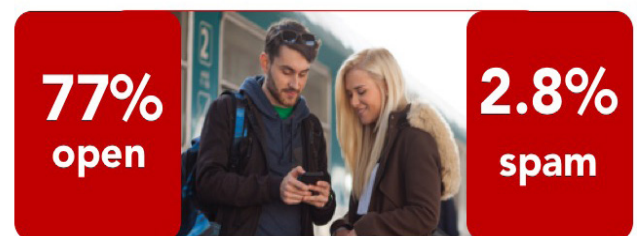
The main reason is that implementing text messaging is highly complex—even though short message service (SMS) and enhanced Multimedia Messaging Service (MMS) look as straightforward as email. That is why having an expert partner matters. Expertise is critical for ensuring that the right people get the right messages at the right time.

Getting messaging right requires expertise in telecom nuances such as service provider requirements, phone number types, routing, federal regulations, connection protocols, character encoding, delivery receipts and more.

For example, toll-free and office landlines should be text-enabled because consumers expect to send messages to any business number.

Integration with workflows, business processes and CRM systems are key for centrally managing all text interactions. An auto dealership network needs a way to store and analyze text conversations by hundreds of employees across a dozen locations. That way, salespeople—including new ones—can quickly review conversation histories to understand each customer's unique needs and wants. Meanwhile, its marketing team can review those conversations to create personalized text messaging promotions based on history and preferences.

Compliance with federal texting regulations is another key requirement. By law, a business must honor customer opt-outs by acting on their request. The opt-out process should be automated so it takes effect immediately and minimizes risks of non-compliance by unintentional sending.



¹ <https://www.slideshare.net/lwantoutofVT/high-demand-for-customer-service-via-text-message-2014-report>
² <http://www.smscomparison.com/mass-text-messaging/2020-growth>

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choose an experienced, trusted partner to ensure success

Successfully navigating the complexities are why savvy organizations turn to iconectiv, which has longstanding relationships with communications service providers. Today, more than 5,000 companies worldwide depend on iconectiv solutions and services to support 2 billion customers daily.

Hundreds of insurance companies, colleges, political organizations, hotels, SaaS companies and other businesses³ rely on iconectiv TruReach Deliver Aerialink to quickly, correctly and cost effectively implement text messaging for personalized, targeted and effective engagement.

the power of conversations

TruReach Deliver Aerialink features a robust, high-performance API gateway to ensure reliable, real-time text message delivery and Conversations, a SaaS application. Designed for those looking to easily connect to an organization's existing IT and telecom systems or for those who need a ready-to-launch SaaS application for B2C communications, it can be tailored to support all messaging needs thanks to its wide variety of additional capabilities.



Centralized message management

maximizes responsiveness, employee productivity and business insights. For example, automated routing ensures that inquiries are sent to the right person, so customers and prospects do not get frustrated waiting for a response and take their business to a competitor. Automation also eliminates the expense of having an employee manually read and route each incoming message.

Create and schedule bulk outbound messages

including ones tailored for specific customer interests. For example, auto dealerships⁴ can automatically send messages about new arrivals to prospects who have expressed interest in a new model and service promotions to customers whose vehicles are approaching maintenance intervals.

Text-enable existing office landline and toll-free numbers.

Consumers expect to be able to text any number. Text-enablement ensures that those messages do not wind up unanswered, which can lead to lost sales and customer churn.

Upload customer and prospect contacts

So that when you are ready to text, you can immediately address them by name and provide personalized, relevant information.

Protect employee privacy when they use their personal mobile number for sending and receiving work-related texts. Suppose an insurance agent receives a text message from a policyholder after business hours. The platform automatically routes the message to their personal number. When they text back, it appears to come from their office number rather than their personal number.

³ <https://iconectiv.com/trureach/deliver-aerialink>

⁴ <https://iconectiv.com/sites/default/files/2020-05/Deliver%20Aerialink%20Use%20Case%20AUTOMOTIVE.pdf>

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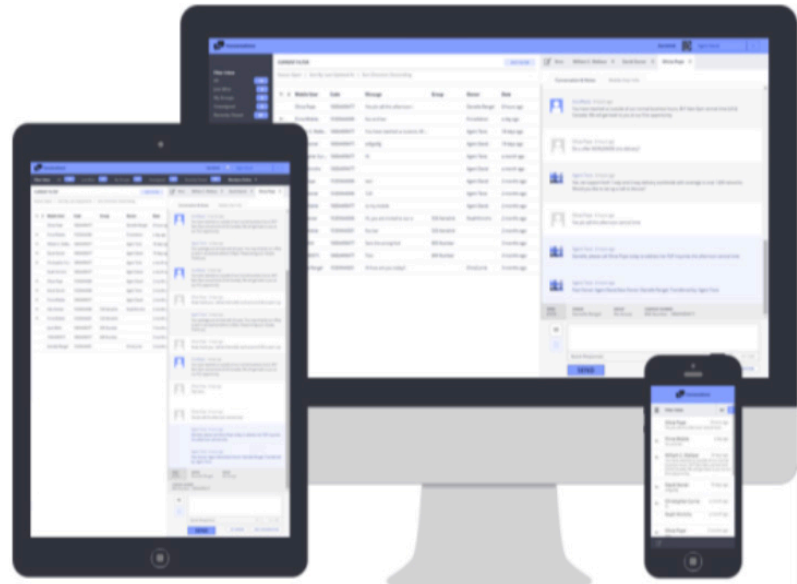
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Accessible from any web-connected desktop or device, thanks to an intuitive user interface that flattens the learning curve so employees can immediately begin using all its key features.

Supports regulatory compliance by automating opt-in, opt-out and other user consent. Automation ensures that requests are applied immediately to maximize customer satisfaction while eliminating the expense of manual processing. Thanks to an intuitive user interface that flattens the learning curve so employees can immediately begin using all its key features.

Archive and analyze messages for business insights. For example, salespeople can review a customer's message history to quickly get up to speed on their interests and preferences. Sales managers can review multiple customers' messages to identify trends or common questions that could be answered with automated responses.

Meet mobile service provider requirements for connection protocols, character encoding, message concatenation and delivery receipt status. These features help ensure that messages get delivered to the right people at the right time.



how to get started

Text messaging offers an unbeatable combination of ubiquity and reach for informing and engaging consumers. TruReach Deliver Aerialink, including Conversations, provide businesses, colleges, hospitality providers, political organizations and more with a cost-effective, comprehensive, turnkey solution for quickly implementing SMS and MMS. It provides all the must-have features to ensure a successful, reliable and scalable implementation.

For more information, visit iconectiv.com or call +1 800-449-9477, ext. 2 or email support@aerialink.com to connect with a member of our customer service team about getting started.

about iconectiv

Your business and your customers need to access and exchange information simply, seamlessly and securely. iconectiv's extensive experience in information services and its unmatched numbering intelligence helps you do just that. In fact, more than 2 billion people count on our platforms each day to keep their networks, devices and applications connected. Our cloud-based Software as a Service (SaaS) solutions span network and operations management, numbering, trusted communications and fraud prevention. For more information, visit www.iconectiv.com. Follow us on Twitter and LinkedIn.