

# SimplyConnect



## Better Engage Customers with Business Texting

As the world becomes increasingly mobile, your business should too. Leverage the power of mobile messaging by including SMS and MMS in your marketing and customer service efforts.

SimplyConnect provides nationwide text-enablement for any U.S. based number through a user-friendly platform and API Integrations.

## SimplyConnect Capabilities

- ✓ **Text-Enable Current Numbers**  
Use your existing business phone number to contact customers via SMS and MMS messages
- ✓ **Engage Customers**  
Text promotions, track responses and ROI, and utilize customizable templates to make texts more personable
- ✓ **Set Auto-Responses**  
Automatically respond to customers 24 hours a day with customized and suggested text responses
- ✓ **Monitor Messages**  
Oversee all texts sent and received by your business from one account and receive email notification of unread messages
- ✓ **Manage Contacts and Schedule Messages**  
Save customer contact information in a searchable database and schedule recurring messages
- ✓ **Support Global Messaging**  
Enjoy seamless texting across multiple languages communicating with native speakers
- ✓ **Resolve Customer Issues**  
Maintain records and history of customer interactions for issue resolution or new opportunities
- ✓ **Ensure Compliance**  
Send text messages that adhere to CTIA, telecom industry organization that defines messaging Best Practices and guidelines

## Why SimplyConnect?

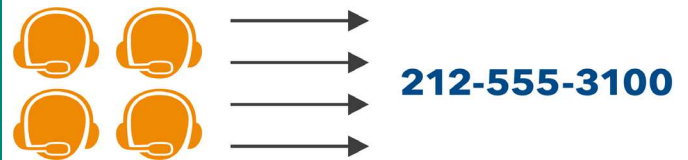
SimplyConnect is a comprehensive cloud messaging solution that lets you send and receive SMS and MMS messages from your business phone numbers, including traditional landlines. Use existing business phone numbers, or obtain new numbers, to connect with customers opening new communication avenues that reinforces your brand. Reach customers in their preferred medium: TEXT! With a host of features, SimplyConnect is the newest communication weapon for business.

## How is SimplyConnect Implemented?

Simple and fast. Use an existing number or procure a new number from NUSO. Then, sign into your portal from any browser or download the application to your iOS or Android phone. Start sending and receiving SMS and MMS messages on your local business number or your toll-free number.



*SimplyConnect allows users to have multiple phone numbers directed to one person allowing staff to manage multiple departments via text. Or have multiple staff members manage texts communication through a single phone number creating greater customer support options.*



## SimplyConnect Use Cases

### Multiple Number Assignments

- Support center managers can assign multiple text-enabled phone numbers to multiple users across different shifts to ensure that there are no gaps in coverage.
- Text marketing campaigns across multiple regions and track performance by assigning different local numbers for each region.
- Multiple agents can view or respond to activity on a single text thread from their business number.

### Message Blasts

- Want to take a poll? A business can text customers en masse and set up an auto-response for those who reply.
- Set up text distribution lists to send targeted messages to specific groups.

### Message Archiving

- Businesses can search historical text archives for compliance and auditing.
- Customer service teams can access text history to reference and resolve customer issues.

## Business Texting Facts:

### Texts are more Engaging

- 99% are opened by users
- 95% of texts are read in less than 3 minutes
- 45% of texts receive a response

### Texts Resolve Issues Faster than Phone Calls

- Texting is 10x faster than calling
- Average text response time is 90 seconds or less
- Text messages are read in under 5 seconds, on average

### Texting is Preferred in the United States

- 90% of consumers want to use texting to reach businesses
- 50-65% of people prefer texts over calls