



CySMS™
Integrated SMS Module



**Unified Communications
Contact Centre Technologies
& Business Intelligence**

CyTrack® CySMS™

Integrated SMS Module

All our modules include SMS functionalities, whether for customer service such as SMS Call-Me, Tele-Marketing SMS bulk-out, SMS system alerts for administrators, or SMS to and from your desk to clients, partners and team members. It's quick, easy and manageable.

CySMS™ provides efficient and directed means of communicating with your partners and clients via SMS.



Key Business Benefits

- o SMS from your desktop to team colleagues out on the road - simply from your desktop
- o Reach all your clients with SMS marketing mail-outs directly from your database or CRM
- o Create Auto-Callbacks from SMS responses
- o Route SMS replies and requests to service & sales staff according to skills, using our skills based routing functionality
- o Never miss a beat with our SMS alerts, especially when you're not in the office

Main Features

- o Add SMS functionality to your CyTrack modules
- o Integrates with most CRM packages (requires CyDesk)
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- o SMS Message editor
- o Standard Message Templates management
- o Bulk SMS from CyCall™ & option to link replies to call backs via our CyQ™ Multimedia Inbound Call Centre
- o Inbound SMS Queue Management & Routing with CyQ™
- o SMS alerts via CyQ™ and CyReport™
- o Customised functionality and services on request
- o Server based SMS solution
- o Only requires an Internet connection
- o Simple monthly billing plans
- o Aggressive rates for small to bulk users
- o Usage & Billing Reports available

CySMS Features Overview

Add SMS functionality to your CyTrack Modules

Whether you just want to SMS your colleagues, clients or partners from your desktop or use CySMS as a fully blown 'bulk outbound SMS telemarketing tool', you can add a CySMS pack to just about any CyTrack module.

Whether it be for direct communication between yourself and another party or for an administrative system alert purpose, CySMS is quick easy and manageable.

Bulk SMS from CyCall

Now you can reach all your clients via one of today's modern communication mediums, SMS, easily and quickly. SMS marketing mail-out campaigns can be designed and sent directly from your customer database or CRM.

You can even have auto-call backs generated, when used in conjunction with our CyQ Multimedia Inbound Call Centre, meaning your customer service team know when an SMS opportunity has arisen and can action it immediately. Make sure you don't miss any more opportunities for your business!

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Inbound SMS Queue Management & Routing with CyQ™

So what happens if you have multiple outbound bulk SMS campaigns within CyCall? Maybe one is sales related for a special new product offering, while another is for those clients whose account is in arrears and another is for confirmation of attendance to your upcoming expo.

You don't want your accounts team getting a call-back request for your new sales product, while your sales team are getting accounts issues. Well it's easy, with our Inbound SMS Queue Management & Routing using CyQ. Not only can you manage which department each SMS goes to, but also to whom it goes by using our integrated SMS skills based routing.

Now you can feel comfortable that all inbound SMSs will reach the correct person, meaning requests get answered in a timelier manner, making your whole business more efficient.

SMS alerts via CyQ™ & CyReport™

With the remote and on-the-road worker becoming common place today, don't let this stop you being informed of what's happening within your business. Are you a Sales Manager on the road, who wants to know when your telemarketing team has confirmed 50 appointments for next week or a Technical Services Manager who is regularly onsite, but wants to know if your average Inbound Support Queue wait time exceeds your internal KPI target of 2 minutes? Easy, with CySMS and CyReport working together, you can now receive SMS threshold alerts from our CyReport Business Intelligence Dashboard and even your hourly, daily, weekly or monthly SMS alert notifications of the CyReport reports you are subscribed to. For more information, please view our CyReport page and brochure.

All you need is an Internet connection

Yes, that's it. There's no need for any extra hardware requirements like a GSM gateway onsite or any other costly equipment, the CySMS packs simply bolt-on to your new or existing CyTrack modules and we do the rest.

As long as you have an Internet connection, your message will go out from your office, over the Internet to our own SMS gateway and then onto the mobile network. Your clients and partners will not know the difference.

How does it work on inbound SMS? Simple, exactly the same way, but in reverse and the return SMS will be sent to the originating agent or associated inbound call queue if using CyQ in conjunction with CyCall.

Simple monthly billing plans

Whether you plan to send a few SMSs per month to your colleagues and clients or actively bulk SMS, meaning hundred of bulk SMSs per day, we will have a plan that suits your businesses needs.

Our plans start at the CySMS 250 Pack (250 messages per month) and go right up to CySMS 25k+ Pack (25,000 message and above per month), billed on a month-by-month basis*.

*please speak to our dedicated sales team for pricing and further terms and conditions CyCall.

Usage and billing reports available

If you're unsure of number of SMSs you've sent or the associated costs, we have easy to read usage and billing reports available, so you can keep a track of your monthly SMS activity.

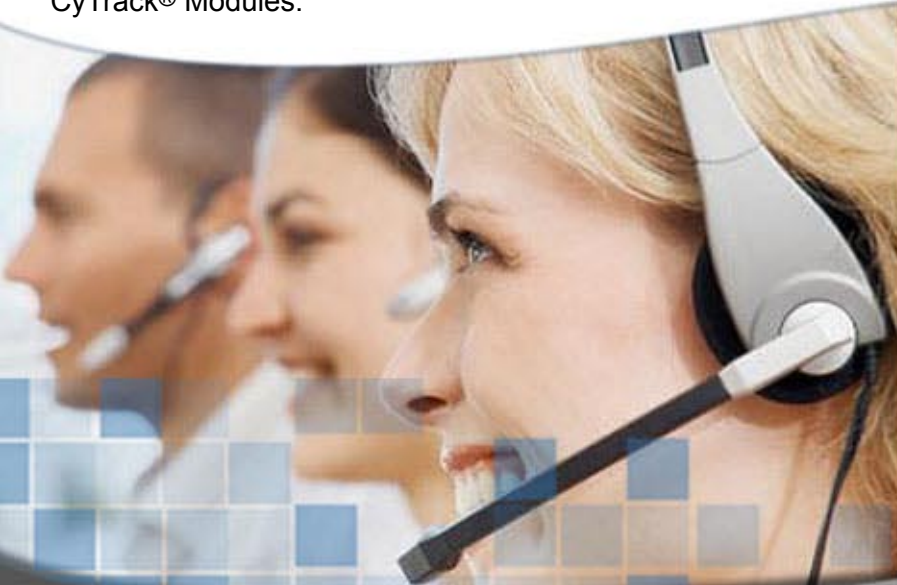
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The Telephone is still one of our most used business tools and yet is vastly under utilised and under exploited given the technologies available today in Computer Telephony Integration (CTI) Call Centre Applications and the Internet.

The CyTrack Suite of Unified Communications Products are designed to deliver the business benefits and functionalities that integrating Computers, Telephones and the Internet can provide.

CyTrack® Technologies create powerful and versatile software applications that deliver advanced functionality, providing you with a business edge. Our products are modular and can be expanded and upgraded with other CyTrack® Modules.



Related CyTrack Modules

- o CyDesk™ Unified Communications & CTI
- o CyConsole™ Unified Communications for Front Desk Operators
- o CyQ™ Multi-Media Super Highway Inbound Call Centre
- o CyCall™ Multi-Media Outbound & Tele-Marketing Call Centre
- o CyReport™ Call Accounting & Business Intelligence Reporting

Providing

- o Computer Telephony Integration (CTI)
- o Telephony to CRM Integration
- o Front Desk Operation
- o Voice Recording
- o Telephone Call Accounting & Billing
- o ACD Reporting
- o Inbound Call Centre Routing & Queue Management
- o Outbound Call Centre Tele-Marketing Management
- o Interactive Voice Response (IVR)

CyTrack
TECHNOLOGIES