



Harness the Power of Business SMS/MMS



# Business Messaging

## WHY SHOULD YOUR BUSINESS TEXT?

In a digital-first business world, breaking through the daily flood of email, social media and cold calls to get your customers' attention is a gamble. Change the odds with business messaging.

292

Million people in North America use text messages.

88%

Say text is the No. 1 application they use on their phones.

99%

is the average open rate for text messages.

85%

of customers prefer text messages to phone calls or emails.

45%

of people reply to text message blasts.

## TEXTING BUILT FOR BUSINESS

MyCloud Messenger enables your business to connect with customers via SMS and MMS messaging using your business' main phone number, toll-free number or even employees' numbers.

Our cloud-based solution is ideal for:

- + Notifications
- + Sales & Marketing Promotions
- + Live Interactions
- + Appointment Reminders
- + Delivery Scheduling & Tracking
- + Customer Surveys
- + Customer Support & Trouble Tickets
- + One-to-One Customer Interactions
- + Add Messaging to Any Existing Solution, including Microsoft Teams



## GO BEYOND BROADCAST MESSAGES

MyCloud Messenger enables your business with a complete suite of fully customizable and programmable SMS and MMS features for messaging, marketing, sales, service delivery and customer support.

### TEXTCAST

Broadcast news to communities, customers or employees about sales, events

### TIMETEXT

Schedule texts to be sent at a specific date and time for sales follow up, special offers, or additional

### SURVEY

Get feedback from your customers about service quality, new products, purchasing plans and more with quick text polls.

### SERIES

Keep leads engaged, customers loyal and employees informed with text campaigns over days, weeks or months.

### TAGS

Tag customers to events, interactions and campaigns for targeted and personalized texts.

### KEYWORDS

Automate responses to customer inquiries using pre-set replies to common questions based on keywords.

### PATHWAYS

Assist customers by routing them to live customer service agents or sales reps through interactive text responses.

### APP INTEGRATION

Text-enable any application or website with available APIs through custom integrations.

## BUILD YOUR BUSINESS WITH MESSAGING

Leverage MyCloud Messenger for these business-building applications and more.

### TARGET YOUR MESSAGES

Use Textcast and Tags to give your customer the information they're looking for when

### AUTOMATE OUTREACH

Create nurture campaigns by sending texts at preset intervals for sustained outreach.

### ENGAGE CUSTOMERS

Communicate directly with your customers using two-way text Live Agent interactions.

### ENABLE WORKFLOWS

Streamline contact management, automate communication and integrate

### CENTRALIZE MANAGEMENT

Send texts, set up campaigns and manage your text conversations from our intuitive

### MESSAGE ENABLE YOUR WEBSITE

In a digital-first world, not having a textable number on your website is equivalent to not

## MESSAGING WORKS FOR BUSINESSES OF ALL SIZES & INDUSTRIES

MyCloud Messenger has use cases across a range of organizations like these:

- ✓ Retail Stores
- ✓ Media Companies
- ✓ Financial Services
- ✓ Travel Agencies
- ✓ Senior Care
- ✓ Medical & Healthcare
- ✓ Restaurants & Eateries
- ✓ Construction
- ✓ Political Organizations
- ✓ Professional Services
- ✓ Home-based Businesses
- ✓ Home Services & Deliveries

DOWNLOAD  
the MyCloud Messenger  
iOS Mobile App



## FOR MORE INFORMATION

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