



## redcoal 1300 SMS ADvanced – Custom Solutions

Integrate SMS into your inbound 1300, 13 and 1800 contact centre numbers for better customer management.

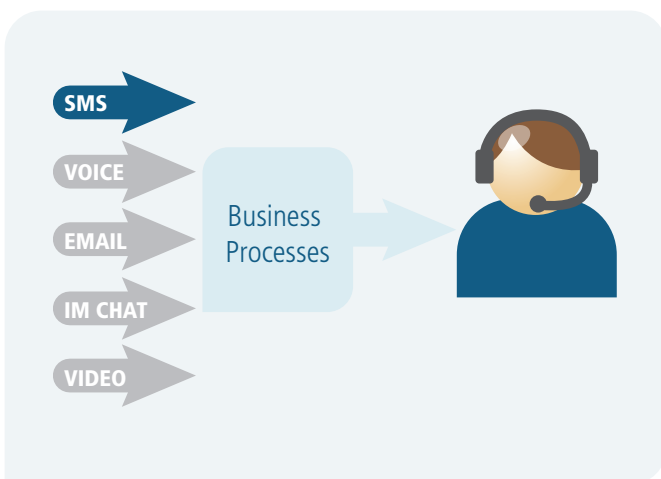
### PRODUCT OVERVIEW

redcoal 1300 SMS ADvanced enables 1300, 13 and 1800 voice numbers to receive SMS messages, providing contact centres with the ability to easily add direct response SMS capability to existing operations.

Your customers can now contact you using their preferred means of mobile communication, while allowing your call centre to optimise efficiency.

Recognising the capital intensive investments that contact centres have made relating to their unified communications strategies, our focus is on delivering business benefits without requiring expensive new hardware, changing existing work flow management processes or incurring major staff retraining.

We can provide inbound and outbound SMS functionality that suits the unique requirements of your business, quickly and cost effectively.



### More Info?

SMS your name and the word "advanced" to 1300 139 509

### CONTACT CENTRE

**Reduced Costs for Everyone:** Receiving an SMS via a 1300/13/1800 number is free for your business, unlike a call from a mobile phone which can be charged per minute to both you and your customer.

**Eliminate Call Waiting Times:** Allows your organisation to demonstrate a commitment to customer service by eliminating call waiting times. Customers can simply send in an SMS with their enquiry, and wait for you to get back to them.

**Reduced Peaks and Troughs:** During trough call periods, you can initiate an outbound SMS campaign encouraging customers to contact your organisation, thereby ensuring you staff are working at optimum efficiency whilst reducing waiting times during peak periods.

### WHY REDCOAL?

redcoal is a specialist provider of mobile messaging solutions. We have an established customer base of corporate and government customers, and have developed a reputation for:

- Having a well developed, feature rich product suite based on a mature and reliable technology platform
- Quickly delivering customised solutions in a responsive and flexible manner
- Integrating messaging solutions into customers' existing infrastructure in a phased and controlled manner with minimal business risk.



## TYPICAL USAGE SCENARIOS

### SMS ENQUIRY

#### Current Problem...

During call spike periods, hold times dramatically increase, leading to customer dissatisfaction and higher call abandonment rates. Cost of handling angry customer escalates with their frustration level.

#### The Solution...

Your organisation prompts customers to send in an SMS with a particular keyword or combination (e.g. "info" or "help.") This SMS is then routed to the appropriate contact centre agent who subsequently calls the customer back.

#### The SMS Difference...

With SMS enquiries, there are no on hold waiting times, thereby improving customer service and reducing telephony costs. In addition, SMS enquiries reduce the waiting times for voice enquiries as the total number of people on hold is minimised.

### SMS SELF SERVICE FACILITY

#### Current Problem...

Your contact centre agents are taking high volumes of enquiries that require limited agent interaction. Several transaction types are unprofitable. Traditional IVR and web interaction is cumbersome and increases telephony costs due to per minute billing.

#### The Solution...

You implement an Interactive SMS Response facility, creating an automatic interaction with customers. This may involve the use of 3G animated video interactions.

#### The SMS Difference...

SMS is the only ubiquitous mode of mobile phone communication that does not require voice interaction (similar to email, web enquiries etc). It allows you to automate a range of customer communication, thereby improving the accuracy of advice and efficiency of your contact centre.

SMS is the preferred method of communication for people under 35 years old.

### OUTBOUND SMS FOR WORK FLOW MANAGEMENT

#### Current Problem...

Your contact centre consistently experiences peaks and troughs of inbound enquiries. During peak periods, your call centre is under resourced however during troughs, agents are not operating at optimum efficiency.

#### The Solution...

You implement an outbound SMS campaign during trough periods to specific customers according to a certain profile, encouraging them to SMS, email, web chat, or call your contact centre with an enquiry.

#### The SMS Difference...

By facilitating customer contact via SMS, you are providing an additional customer service whilst reducing inbound enquiries during peak periods.

### PRE-EMPTIVE SMS TRANSACTION

#### Current Problem...

Most customer information is freely available on the web. Customers who call often are asking about a common event such as payroll, payment, minimum account balance, maximum account balance, credit card expiry, direct debit, return, confirmations, appointment confirmations, system failures, contract renewal etc.

#### The Solution...

You implement an outbound SMS campaign during trough periods to specific customers according to a certain profile, encouraging them to use the provided weblink to access the information they require.

#### The SMS Difference...

Proactive configuration of SMS provides best practice customer service through innovation at the lowest cost.

### FURTHER INFORMATION

redcoal 1300 SMS ADvanced is part of a range of integrated business messaging products provided by redcoal.

For more information, call or SMS your name and the word "advanced" to 1300 139 509 or email [info@redcoal.com](mailto:info@redcoal.com)

\*Standard SMS Carrier charges apply to customers who send an SMS to your 1300/13/1800 numbers. Currently only Optus and Telstra mobile phones (which account for approximately 80% of the total handsets in Australia) can send SMS to enabled 1300/13/1800 numbers.