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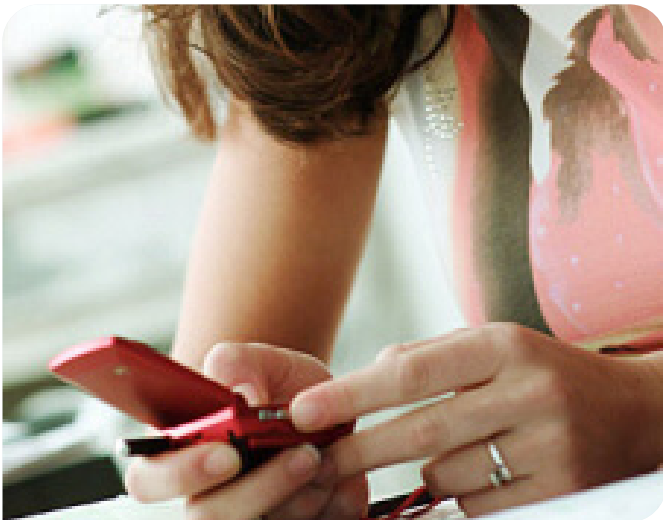
Optus 1300 SMS Basic

Your 1300 and 1800 voice numbers can now receive SMS, giving your customers greater choice.

PRODUCT OVERVIEW

Optus 1300 SMS Basic allows customers to contact your business by sending a simple SMS to your existing voice enabled 1300 or 1800 numbers. These SMS can then be forwarded to your business as an email for your action. The product includes a range of other basic features to ensure your business benefits from the use of mobile messaging.

“40% of people are now living in 'mobile only' households. A further 22% plan to follow suit if they relocate to another address”



More Info?

**SMS your name and the word
“basic” to 1300 139 509**

BETTER FOR YOUR CUSTOMERS AND YOUR BUSINESS?

Reduced Costs for Everyone

Receiving an SMS via a 1300/1800 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, then wait for you to get back to them.

Improved Advertising Response Rates

redcoal 1300 SMS reduces the “barriers to action,” giving your customers the ability to respond to advertising via their preferred means of communication.

Simple Setup, No Software Installation, No Hassle

The service is fully web based meaning no complex software installation. To manage your account, you simply login to your service management website and create your settings at the touch of a button.



Optus 1300 SMS Basic

FEATURES

- **SMS to email capability.**
- **SMS are forwarded to your business as an email, ready for your action.**
- **SMS routing based on keywords.**

Gives businesses the ability to specify different email destinations based on the text of the SMS sent to your 1300/1800 number, allowing you to forward the enquiry to the correct area. In addition, this allows businesses to create an interactive SMS response system.

- **Auto-reply SMS**

Automated SMS response acknowledging that an SMS from a customer has been received. The text of the SMS can be generic or specific to a keyword.

- **Real time online reporting**

Reports on SMS sent to your numbers are accessed online and can be exported to a CSV file. You can analyse the data using a range of filters such as time/date and keyword, providing you with information on response rates to your advertising.

- **Automatic generation of marketing databases from SMS respondents**

The mobile numbers of all SMS sent to your 1300/1800 number are stored. Using the redcoal 1300 SMS Basic web interface, you can trigger an outbound SMS marketing campaign, while automatically managing customer opt outs from your database.

Australians sent over 8 billion SMS in 2008, the 3rd highest per capita in the world.

- 85% of Australians use SMS.
- SMS is the preferred method of communication for people under 35 years old.

FURTHER INFORMATION

Optus 1300 SMS Basic is part of a range of integrated business messaging products provided by redcoal to help your business grow.

For more information, call or SMS your name and the word "basic" to 1300 139 509 or email info@redcoal.com

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