



Transform text messaging into an intelligent, powerful communications tool.

Why Messaging?

- Improve results from campaigns and boost customer satisfaction
- Communicate more easily with many customers in a personal, cost-effective way
- Get a deeper understanding of customer behaviour
- Track responses easily — to fine tune programmes and increase ROI
- Reduce messaging costs significantly by removing dead numbers.

How can you communicate easily to thousands of customers with important offers, confirmations, surveys and more?

Emails get ignored and calling customers is expensive, while text messages have traditionally lacked the intelligence to make them truly effective. But now a radical change has taken place.

Ultra intelligent text messaging has arrived

Messaging is spectacularly good for reaching customers. Research shows that 98% of messages are read. But the challenge for organisations is how to make Messaging more intelligent, productive and cost-effective.

Messaging answers this need. It provides a set of web-based applications and tools to build mobile messaging programmes so you can reach customers in a more intelligent way. Supporting one-way and two-way messaging, Messaging can take your communications to the next level.

Send messages to any group, anywhere in the world

Our Messaging Campaign Manager is easy to use, will get a complex campaign of many data segments up and running quickly and can send messages to customers anywhere.

Track your customers responses

Intelligent tracking enables you to drive your customers to a mobile web page with a shortened address and unique ID. This URL is tracked individually, so each consumer's response is recorded, along with details of their device and location. This can enable accurate ROI calculations and informative marketing analytics.

Optimise Messaging programmes

Results of campaigns can be imported into your CRM/marketing database to help with customer profiling, behavioural analysis and targeting. Meanwhile, intelligent filtering allows you to reduce messaging costs instantly by around 20% — by removing dead or inactive numbers.

How it works

You can create templates and manage all importing, deployments and exporting on a daily basis, saving you time and improving campaign accuracy. You can deploy scheduled or one-off campaigns by dropping data files onto a secure FTP and export regular reporting to be transferred to your internal FTP.

By creating data segments within your campaign, Messaging allows you to drive specific messages to target groups of customers. You can then watch how people respond, thanks to intelligent tracking. Meanwhile, our solution provides all the background data you need to keep your records fresh and get deeper insights into your customer base.

Key feature

Solution capabilities

- Automate Messaging campaigns daily to send birthday or welcome messages to customers using automated FTP import and scheduled campaigns
- Deploy manual campaigns with personalisation through merge fields containing first name and offer codes
- Enable stakeholders to track business unit activity through high-level reporting and statistics
- Use bulk unsubscribe mobile numbers to meet compliance and create a responsive database
- Set campaign rules to send automated responses for workflows
- Segment by location, customer type or product preferences to ensure messages are well received.

Campaign management

- Personalise Messaging with merge fields, E.G.user data and unique codes
- Prevent messages from being delivered late when campaigns are time sensitive
- Spread out campaign delivery to save overloading call centres or websites
- Set hours for delivery to avoid causing complaints and brand damage
- Set rules to enable you to manage and respond to your inbound messages, allowing for automated communications and actions.

Intelligent tracking

- Use unique IDs to track individuals that click through — and see their response. Every message contains its own embedded specific URL, traceable to a unique mobile number

- Connect data with your CRM/ marketing database, including detail about people's device and location. This information is then downloadable directly from your portal.

Intelligent queries

- Increase your understanding of behaviour – whether customer are loyal, responsive, aggressive, engaged or disengaged. Use this to improve CRM and communications targeting
- Maintain an accurate database and save money by identifying dead numbers
- Filter out mobile numbers with a high propensity to opt-out — to protect your brand image
- Find customers likely to spend money on their mobile by knowing those who have used premium messaging.

Intelligent filtering

- Reduce messaging costs by around 20% by switching on a filter to remove dead numbers
- Maintain brand image by filtering out numbers that respond negatively or opt out
- Improve campaign targeting by filtering out unfavourable behaviour profiles in advanced filters
- Increase ROI as a result of sending the right message to the right number.



Our solutions are delivered via the Eckoh Experience Portal.

Messaging works well with Email Management and Social Agent