

## Keep the Conversation Moving with Two-Way SMS

In a marketplace that is always moving, it's more important than ever to stay engaged with your customers. Text messages have a 98% open rate, while email is only 20%. The reason is simple; consumers want to be reached in the most convenient manner possible. More importantly, they expect to fulfill on account activities in the same way.

### Contact, Connect, Complete.

Most systems send SMS communications in one direction, with limited or no opportunity to continue the conversation through text. Often a customer needs to follow up with a phone call or access their online account to take any real action. This results in missed opportunities to connect with your customers and even more damaging, missed opportunities to fulfill activities such as making a payment, accepting credit line increases, or redeeming reward points.



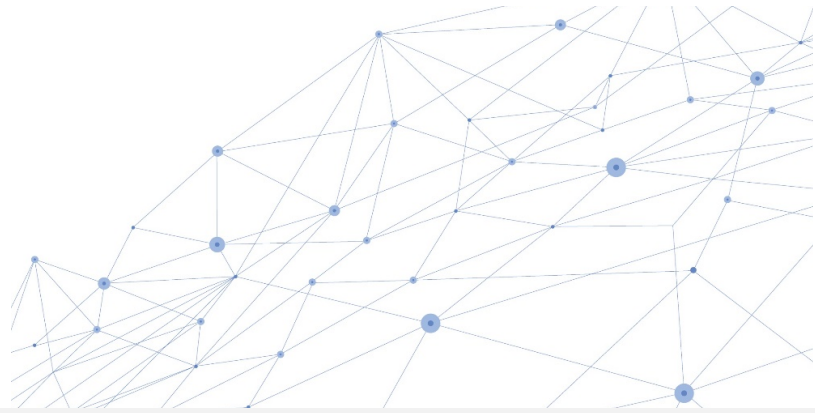
Part of the powerful Katabat™ Unite customer marketing communications solution, Katabat™ Two-Way SMS offers you the ability to reach customers directly through SMS and to fulfill desired activities, in one seamless conversation.

### The Highlights

If you're in a hurry

- Automate your SMS communications for greater efficiency.
- Intelligently segment your customer base for targeted outreach.
- Engage through customer preferred method for improved conversion rates.
- Store all of your customer and agent activities digitally for full compliance.

## Two-Way SMS



Keep the Conversation Moving with Two-Way SMS

### Automate the Connection.

Easily and automatically connect with customers using a strategically defined combination of scheduled or criteria based message triggers. When the message is sent, the customer will be enticed to engage. Tailored messaging from your personalized library of SMS messages will ensure every customer receives messaging that feels both appropriate and human.

### Streamline the Engagement.

Once a customer receives the strategized SMS and responds via text, an agent is alerted directly through the agent interface. The agent can continue to chat with the customer, while the customer can continue to communicate by texting. From making payments to accepting credit line increases, customers can manage their accounts with the help of the agent in one seamless transaction.

### Key Benefits



Craft a library of personalized messaging for well defined audiences



Define a strategy to reach customers using scheduled or criteria-based messaging



Configure custom messaging based on response rates, with no coding required



Engage with customers instantly in a two-way conversation using the Agent Portal