

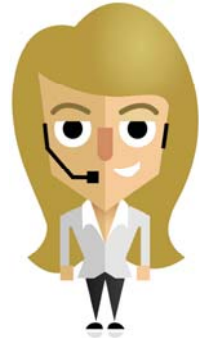


Daviker SMS Engine

Provide your call centre with an additional layer of communication to your existing TouchStar system. The Daviker SMS Engine is purpose built to automatically create targeted and bulk outbound SMS campaigns and receive inbound SMS responses.



97% of SMS messages are opened.



83% of SMS messages are opened within the hour.*



What is the Daviker SMS Engine?

The Daviker SMS Engine is an extremely powerful tool that adds an additional layer of communication to the TouchStar solution and your call centre. SMS is a very simple tool for delivering short messages to prospects, clients and debtors. SMS is extremely cost effective and highly targeted medium as messages are delivered directly to the end users for them to read at their convenience.

The Daviker SMS Engine has been created with the end user in mind and will cater for all your operational SMS requirements by allowing messages to be sent based on Agent CRC's, number of attempts, amount of time in the TouchStar system or can also be sent via the bulk SMS interface.

- Targeted SMS - Send SMS to specific records based on your criteria
- Bulk SMS - Send tailored messages to large groups of clients, prospects or debtors.
- Inbound SMS - Receive immediate responses from the recipients of your messages

Why Does Your Call Centre Need the Daviker SMS Engine?

- The Daviker SMS Engine is a **very simple, yet effective** tool for delivering short, timely and bespoke messages to prospects, clients or debtors.
- It is a highly **cost effective** and **extremely targeted** contact medium that ensures your messages are delivered.
- It **increases contact rates** and delivers messages directly to end users.
- SMS is an alternative contact method to further **increase data penetration**.



Targeted SMS

The Daviker SMS Engine allows messages to be highly targeted, automatically sending messages once a record within your database satisfies specific predetermined criteria. Such examples include:

- **Maximum number of attempts**
- **Success CRC**
- **Age of record in TouchStar system**

Messages can include fields from the TouchStar database such as 'fname', 'lname', etc.



Bulk SMS

The Daviker SMS Engine allows tailored messages to be sent out to large groups of clients, prospects or debtors.

Bulk messaging applications include:

- **A cost effective way of delivering bulk messages to cold or inexpensive data.**
- **The ability to send large volumes of messages to be delivered evenly across an extended time period.**
- **The ability to increase your inbound agent productivity levels.**

Messages can include fields from the TouchStar database such as 'fname', 'lname', etc.

Inbound SMS

- Recipients of any text message have the ability to respond to your targeted or bulk SMS.
- The SMS Engine allows you to define key positive or negative response words such as 'CALL', 'I NEED A LOAN' or 'NOT INTERESTED'.
- Based upon their response, the contact can either be called back immediately or within a set time period.
- Negative or inappropriate responses can automatically be added to the 'Do Not Text' database.



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or visit
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Reporting and Alerts

- The Daviker SMS Engine provides reporting on messages you have sent and received.
- You can report on criteria such as campaign, date and time range, delivery status and CRCs.
- Similar reporting structure to existing TouchStar system, thus reducing learning curve.
- Alerts built into SMS Engine will notify users when message levels on the account are low.
- Users can update their account online and monitor / manage their spend.



Easy to Use System

- The Daviker SMS Engine is extremely intuitive and can be set up within minutes by call centre managers.
- Designed with non technical personnel in mind.
- User login privileges are carried over from existing TouchStar system meaning Administrators have the ability to modify any element of the systems, whereas other staff can only view the content and run reports.

In a nutshell, highlights of the Daviker SMS Engine include...

- Users can send Bulk or Targeted SMS messages quickly and easily – directly from the TouchStar database.
- Directly integrates with the TouchStar database to enable AUTOMATIC background SMS campaigns.
- Rules based SMS sending allows automatic targeted contacts with customers, prospects and debtors.
- Ability for recipients of SMS to respond using key terms specified by you.
- Bulk campaigns can drive inbound calls into the call centre and / or create outbound calling opportunities.
- Simple to use Graphical User Interface to ensure campaigns can be set up quickly and accurately.



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