SMS Gateway enables real-time co-pay registration for ConnectiveRx

Drastic CX improvement

Increased program "opt-in"
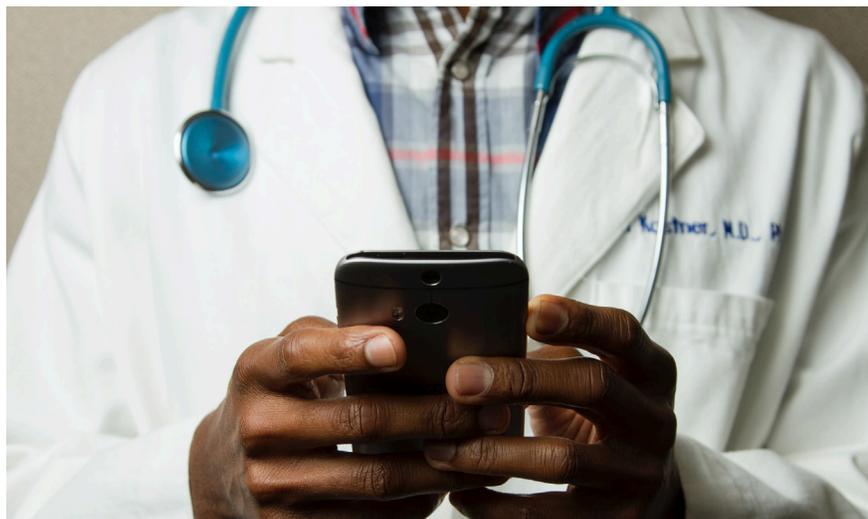
High client engagement with conversational marketing

Very low opt out: 0.02%

ConnectiveRx

a leading technology and service company working with biomedical manufacturers to commercialize their therapeutics and simplify the patient and health care journey with their technology-enabled patient support and access solutions.
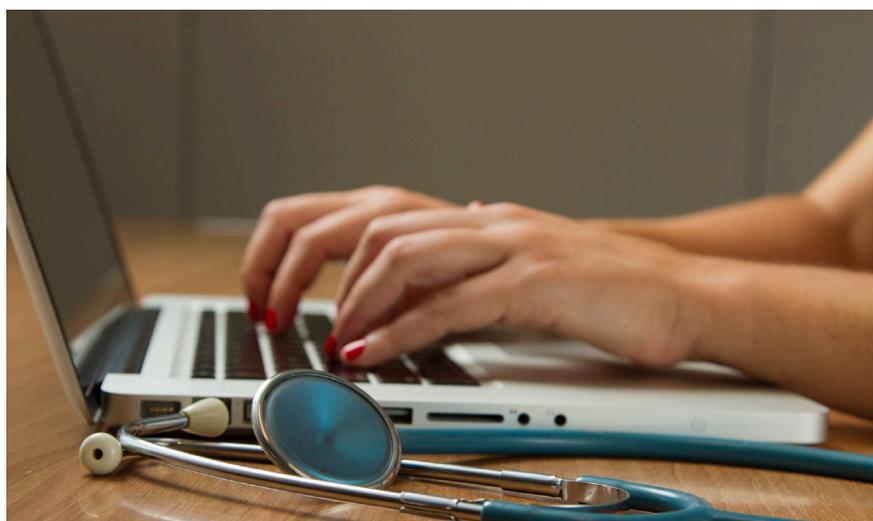
ConnectiveRx's goal

was to enable real-time client co-pay registration – including consent capture, questionnaires, and real time fulfillment from internal systems. To further improve the patient experience and reduce the wait and bureaucracy around access to therapeutics, they were looking for a way to communicate with their customers using the SMS channel.

Munvo integrated SMS Gateway

with Adobe Campaign Classic to **facilitate engagement** with customers, and to carefully **coordinate campaign timing** to consider customer time zones. In addition, the integration **enables reporting** in SMS Gateway and Adobe Campaign inherited from the SMS provider's delivery data, and Munvo **provides ongoing support** to ensure deliverability.

Munvo enabled ConnectiveRX to add a conversational marketing channel

with SMS and an on-boarding sign-up channel for further campaigns.

Leveraging SMS Gateway and ACC enabled crucial two-way communication with customers that was also securely written back to ConnectiveRX's CRM system. In addition, customer consent is securely captured, e-Cards are made available through SMS and e-Wallet, and patients are informed of any information regarding their savings program.

> **"** This was a formative use case built for ConnectiveRX that has helped showcase the end-to-end feature set of the SMS Gateway to enable transformative conversational, CX experiences. The formula has since been copied and enhanced for multiple onboarding use cases within ConnectiveRX.

Brad Penwarden
Munvo VP Technology & Solutions

Drastic CX Improvement

Munvo's solution took ConnectiveRX's current offering and added bi-directional conversational capabilities with SMS Gateway. As a result, ConnectiveRx is now able to service their clients at the right time and improve their customer retention, communication, and overall experience.

opt out **0.02%**

conversations per month **100–200k**

SMS deployed to customers with a high delivery rate of ~96% **>700k**

~45 messages per second SMS deployment rate initiating real-time conversations

7 messages per dialogue expanded customer engagements