Real-time Customer Engagement

With SMS Gateway and
SAS CI / CI 360

by ✦ munvo

Real-time mobile conversations
deepen engagement significantly

Campaigns driven by SMS Gateway see an average of **7 messages** per conversation, with a **90% open rate**, **45% response rate**, and **<1% opt-out** – far beyond the impact of a single email blast

By capitalizing on the power of real-time messaging, Munvo's SMS Gateway for SAS CI / CI 360 initiates personalized dialogue tailored to customer needs, habits, and inquiries.

Soaring delivery rates, low opt-outs, and reduced load on SAS CI / CI 360

Ensure delivery rates of 96% with impressively low opt-outs (~0.02%)

Substantially reduce load on SAS CI / CI 360

Improve customer retention, communication, and overall experience

Intuitive Real-time Dialogue for SAS CI / CI 360

- No developer? No problem – Build it yourself with SMS Gateway's drag-and-drop, user-driven, zero code solution

- Coordinate campaign timing (with consideration to hour / customer time zone)

- Enable reporting in SMS Gateway and SAS CI / CI 360 (inherited from the SMS provider's delivery data)

- Receive ongoing support to ensure timely deliverability

- Securely capture customer consent and act in real time

SMS Gateway
How it works

1 **Connectors**

- Strengthen the performance of mobile messages through the direct integration of SAS CI / CI 360 with your mobile messaging provider (MMP) of choice

- Increase configuration flexibility for inbound message handling and archive / classify bounced versus delivered messages

- Define events in SAS CI to serve as trigger points to a specific and personalized Conversational SMS Journey

2 **Multimedia Messaging Services (MMS):**

- Convey mobile messages with compelling visuals and other multimedia

- Push media URLs through a simple API and easily delete images from your MMP to secure customer privacy

3 **Webhooks**

- Test URLs and enable webhooks to track and validate incoming user data

- Access all information pertaining to a specific message within its respective conversation tree

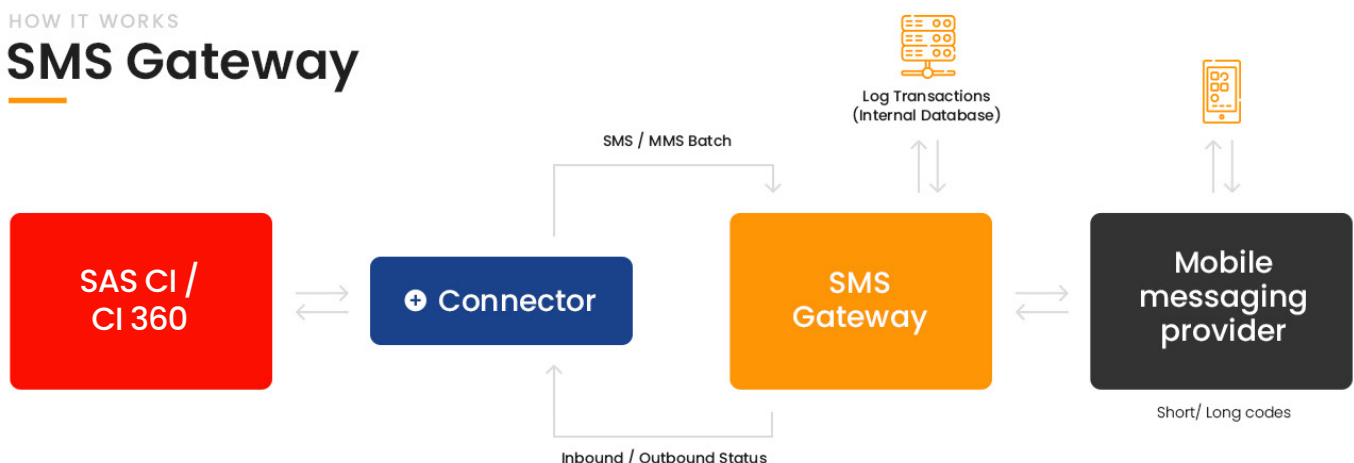**4** **Interactive Conversation Trees:**

- Use SMS Gateway's drag-and-drop interface to target audiences with custom offers and build dialogue within conversation trees

- Send relevant messages, actively track / reassign individual messages ("nodes" within trees), and store entire transactions (inbound, outbound, batches)

- Include customer personalization data from SAS CI in the conversation to reuse elements with user-based customization

5 **Messaging Templates**

- Build, store, and repurpose adaptable messaging templates for quick campaigns

- Standardize and set parameters for personalized messages by extracting relevant information from SAS CI / CI 360 and plugging it into SMS communications

HOW IT WORKS
SMS Gateway

Log Transactions
(Internal Database)

SMS / MMS Batch

| SAS CI / CI 360 | ⇄ | ● Connector | | SMS Gateway | ⇄ | Mobile messaging provider |

Short/ Long codes

Inbound / Outbound Status

Learn more about the power of SMS Marketing *done right*

With over 65% of consumers checking their messages within the first 5 minutes of waking up in the morning (and half admitting to using their phones at least 5 times every hour!), it has never been so important to leverage the power of mobile marketing.

Discover how Munvo harnesses SMS for enhanced engagement, increased conversions, and a better bottom line for your business

Ready to boost your customer engagement?

Contact one of **Munvo**'s certified experts for a personalized demo today

Getting in Touch

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