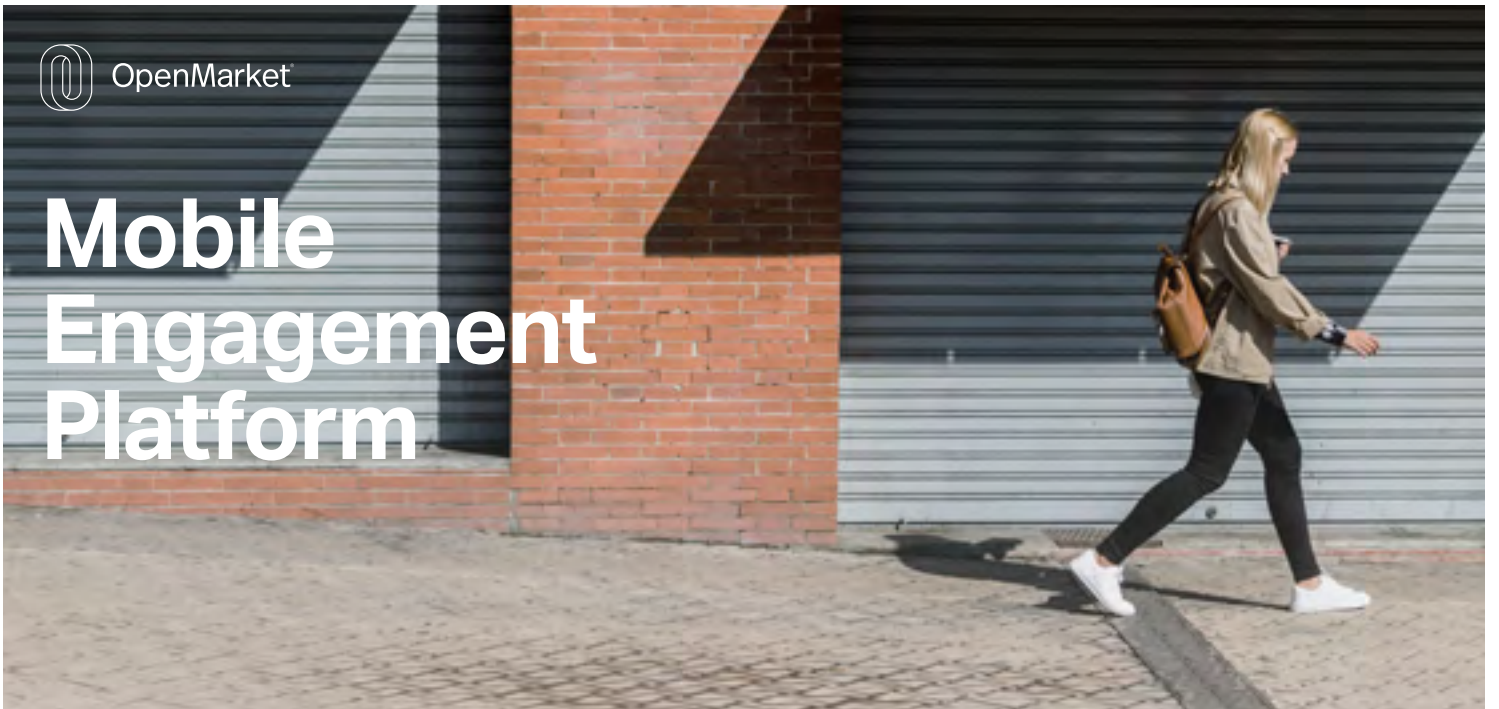




OpenMarket

# Mobile Engagement Platform



Flexible, enterprise-wide mobile messaging to provide empathetic customer interactions – all from one simple system.

Enterprises are rushing to communicate with customers by mobile – and with good reason. When everyone is carrying a device around and checking it all the time, mobile messaging is an ideal way to engage with your target audiences. You can communicate at just the right time to improve the customer experience – and increase your sales.

OpenMarket's Mobile Engagement Platform (MEP) makes it easier for your business to use SMS and MMS to communicate with customers. Importantly, it's flexible enough to use across your entire organization – from service appointment reminders and perfectly-timed marketing offers to customer satisfaction surveys and emergency alerts.

That means there are dozens of ways to deliver ROI, across multiple lines of business.

## How different departments can use SMS

<p><b>Sales &amp; Marketing</b></p> <ul style="list-style-type: none"> <li>Product announcements</li> <li>Offers and coupons</li> <li>Loyalty programs</li> </ul>	<p><b>Customer Service</b></p> <ul style="list-style-type: none"> <li>Reminders &amp; balance alerts</li> <li>Satisfaction surveys</li> <li>Appointments and confirmations</li> </ul>
<p><b>Operations &amp; Logistics</b></p> <ul style="list-style-type: none"> <li>Digital onboarding</li> <li>Order alerts and updates</li> <li>Shipping notifications</li> <li>Mobile tickets</li> <li>Internet of Things alerts</li> </ul>	<p><b>IT &amp; Security</b></p> <ul style="list-style-type: none"> <li>Two-factor authentication</li> <li>Password reset</li> <li>System outage alerts</li> </ul>
	<p><b>Human Resources</b></p> <ul style="list-style-type: none"> <li>Emergency notifications</li> <li>Workforce management</li> <li>Company announcements</li> <li>Onsite visitor alerts</li> </ul>

## How sophisticated do you want to get?

As your business grows – and you find clever new ways to use mobile messaging – OpenMarket's Mobile Engagement Platform grows, too. It's cloud-based, and fully customizable to suit pretty much any messaging flow you can think of.

- Non-technical users can use MEP's **drag-and-drop interface** to design their own messaging programs
- Developers can use **MEP's APIs** to integrate with existing systems, and its Expression Language to create more sophisticated and customized messaging services

## Nothing so automated ever felt so personal

MEP is packed with options to help you create intuitive, two-way interactions that feel natural and, well, human. These are the colors on your palette; how you combine them is up to you.

- **Personalize messages** with names and other relevant information (like an order number)
- **Send targeted messages** and meet opt-in rules using list and consent management
- **Schedule messages** to achieve perfect timing: at a specific time, or after a trigger event
- **Define multi-stage interactions** using logic-based automation
- **Understand user behavior** and optimize your service using data and reports

## Smarter, more empathetic interactions – right now

**Quick text, happy customer, lower costs.** We all know how frustrating it is to forget a password, and have to hold for tech support to get a new one. Or to wait in all day for an engineer to call. That's why one leading satellite TV, broadband and phone company is using our platform to:

- Let customers reset their password by text message
- Notify people about a technician visit with an option to confirm or re-arrange

The result? Support costs and missed appointments are down, and satisfaction is way up.

## Customer engagement, right in store.

We've all done it: noticed an enticing promotion in a store, but by the time we get home, we've forgotten the URL and have started thinking about dinner. That's why a global food and beverage company uses our platform to get customers to sign up with a text while in-store. It means they can also:

- Send birthday greetings, contest details, and targeted coupons
- Receive customer pictures, showing good experiences with their brand

## Everything you need, in one place

We built our Mobile Engagement Platform to give you everything you need to communicate with your customers and employees – across every network and device – in real time. And we're blown away by the ways enterprises are finding to use it.

Turns out, making SMS and MMS easy to use means people all over your organization start to have great ideas. They see the potential to make a difference, and create moments that can transform an experience... and, just maybe, transform your enterprise.

Are you ready to begin?

## We're OpenMarket.

We help the biggest brands in the world use mobile messaging to connect with their customers in the moments when it counts. When they need to be there and be responsive in real-time. When customer experience isn't just a buzzword: it's an obsession. We'd love to do the same for you. Visit [www.openmarket.com](http://www.openmarket.com) for more information.