



# PROMOTION+

In-call Interactive Mobile Marketing



**Integrated** with the contact centre IVR menu, use Promotion+ to announce new products and services, offer vouchers and coupons, cross-sell and upsell.

Promotion+  
replaces one-way  
in-call marketing  
with interactive  
mobile engagement.

Instead of broadcasting marketing messages to callers on hold, Promotion+ lets you give callers the choice to opt-in to receive offers by mobile. Offers are delivered by SMS and the mobile web after the call.

**Positive Mobile Marketing:** Enables callers to make a positive choice to opt-in to relevant and valued offers.

**Fresh:** Use the browser toolset to easily and frequently adjust promotions.

**Interactive & non-intrusive:** Allow the caller to engage with the offer at a time of their choice.

**Immediate:** Fresh from a positive contact with your customer service, consumers are in the right mind-set to find out more and engage further with your brand.

**Track performance:** gain immediate feedback via promotion response statistics.



Special  
Offer





## TAKE THE IN-BOUND CALL OPPORTUNITY

In customer care, telephone contact is the favoured channel, as it remains the best way to solve complex issues. Some on-hold time is inevitable, and presents an opportunity to engage with the caller. But “one-size-fits-all” in-call marketing is not optimal as there is no specific targeting, no call to action and the message may even be cut off mid-offer.

### User Experience



**Welcome. If you would like to receive our special seasonal offers, we will text a link to your mobile. Press 1 for Yes, press 2 for No.**

### WHAT IS PROMOTION+?

**Promotion+** is a telephony solution to enable a step-up to a higher value form of interactive marketing. It's the ideal tool for organizations that actively seek to use mobile as a communications channel.

**Naturally**, callers are keen to complete their call, so **Promotion+** is designed to allow them to avail of a promotion, without feeling that they are losing valuable time listening to in-call marketing. With **Promotion+**, your callers can respond to in-call invitations and opt to receive offers on their mobile. As each offer is actively accepted, you can track response rate and behaviour live, improve your segmentation and future campaign targeting.



**Caller selects 1 on the phone keypad, and their mobile number is captured.**



**After the call is completed, the caller receives an SMS.**



**Please find our special seasonal offers at this link. Enjoy!**

### WHY ENGAGE BY MOBILE?

- Marketing by mobile is a personal means of engagement. When using their mobiles, consumers are focused on the task.
- Show respect for the caller's time, while developing a strategy of personalized marketing communication. The caller can save the SMS to access the offer at any time convenient to them.
- Maximize conversion rates and minimize cost per lead, since callers request the information most relevant to them.
- Step up to richer marketing forms, replacing audio with interactive, multi-media campaigns.
- Support organic marketing, as callers can propagate the offer by forwarding the SMS, and sharing via social media to a wider audience.





## HOW IT WORKS

1. Use the browser dashboard to create your promotions: SMS messages, and the text, graphics and video for the mobile web screens.
2. Create the IVR offer
3. Use the **Promotion+** IVR module to capture mobile numbers if necessary.
4. For callers who accept the IVR offer, **Promotion+** sends an SMS after the call. The SMS contains the offer link.
5. At a convenient time, the callers can click the link, and engage with the promotion on their mobile.



## FEATURES

IVR module	This optional module provides the IVR offer to callers, captures mobile numbers automatically or via IVR prompt, and generates the API request to the <b>Promotion+</b> interface.
Browser admin	Modify promotion content, including SMS invitations and on screen text, graphics and video. Send one-off and batch invitations by SMS.
Defined API	Flexibility to initiate promotion SMS whenever you want after any customer interaction.
Batch mode	Upload a file of mobile numbers and send a batch of SMS invitations.
Adaptive screens	<b>Promotion+</b> screens are optimised for mobile, designed to look good on different resolution screens.
Cloud service	Nothing to deploy in-house, as <b>Promotion+</b> is a cloud solution.
Flexible Pricing	Pay by volume, and use your existing SMS gateway if preferred.
Extendable	Trigger promotional interaction from QR codes, Bluetooth offers, Billboards, POS receipts and other print channels.

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