

A large, 3D-rendered green speech bubble with a glossy finish, centered on a dark blue background. The bubble has a small tail pointing towards the bottom left. It is set within a larger, rounded square frame that is also rendered in a dark blue, glossy style.

Digital Automated SMS Solutions

The Power of SMS Marketing



Izone Africa is a digital-age marketing, technology and innovative solutions company; specializing in experiential marketing, creative services and a complete suite of innovative solutions that include Interactive Technology, Mixed Reality and Smart Mixology Machines. Staying true to our positioning of “The home of value innovation”, allow us to introduce to you our new offering of digital automated solutions that will help you navigate the fast-changing digital landscape.



We are offering the following digital automated solutions : SMS, USSD, Short codes & WhatsApp messaging (Bulk sms solutions)

The Bulk SMS solutions will integrate with the existing systems to eliminate human interaction and also provide a means of growing contact database through a two way communication channel.

This has globally been proven to be a fast, effective, convenient and cost effective way to communicate to customers/ staff in the current dynamic digital space.

SMS is a more personalized way of reaching out to your target audience

The Solutions



SMS



USSD



Short codes



WhatsApp

Through our Bulk SMS solutions you will be able to:

- Reach a wider target audience including those without smart phones
- Use a pre-established database to promote products and services.
- Conduct surveys via SMS
- Send automated notifications to customers: e.g. transaction SMS, Appointment reminders and more.
- Have a unique sender ID that legitimately identifies





Promotional SMS



Transactional SMS



Two-way SMS



Premium SMS



A promotional SMS is a message sent by a brand to prospects and customers informing them about *promotions, discounts, and offers*.

You can run promotional campaigns to increase customer engagement and spike sales. Our promotional SMS allows you to create branded subscription forms, automate SMS sending, and personalize the messages for better performance.

Promotional SMS is used for sending marketing and sales messages. They are delivered only to opt-in and non-DND (Do Not Disturb)/ subscribed numbers. The messages should be sent between 9 am and 9 pm (when recipients are active).

Promotional messages have a random 6-character Sender ID determined by the network operator.



Transactional SMS

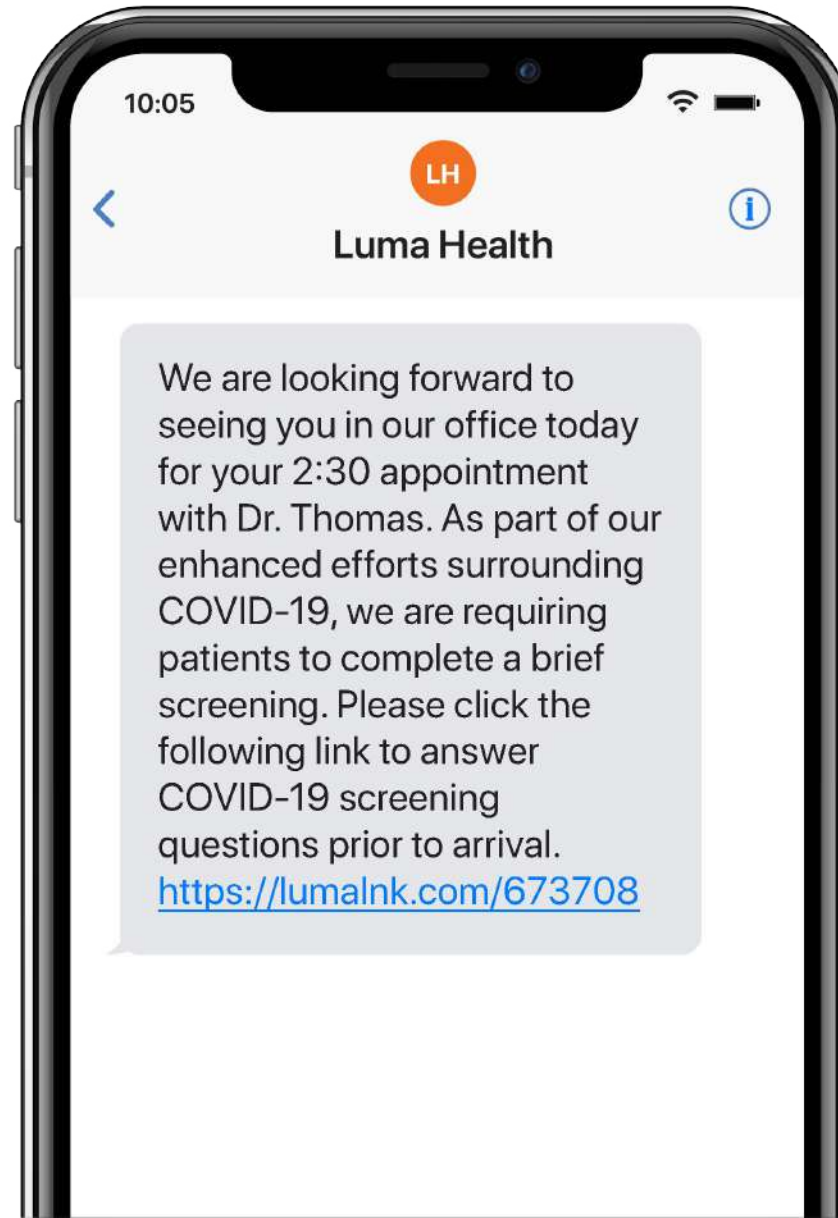
Transactional SMS are messages used for sending order and booking alerts and informational messages to registered customers. These messages are not for marketing purposes.

They're sent to all the recipients regardless of whether they are subscribed to the service or not, 24/7 without any time restriction. The recipients do not need to subscribe to the sms service as it is automatic by virtue of them being a registered consumer of the sender's service or product.

Transactional SMS can be identified via a sender ID that a company chooses. This unique identifier should correspond with your company or product name.

Examples include:

- Payment reminders
- Transaction notifications
- Birthday/ anniversary messages
- Appointment reminders





Just as the name suggests, Two way SMS is a bulk SMS product that requires an exchange between the sender and the recipient. Mostly utilized in the service industry as a customer experience measurement tool, and to get feedback from customers. In short, the main aim is building and growing customer relationships and gathering business intelligence.

How it works: The Company/ Business sends a series of standard messages (maximum of 4), in form of a questionnaire that will require a structured reply from their customers. The main purpose is to get a better understanding of their customers' needs.

Examples of two-way SMS include:

- Customer support queries
- Appointment confirmations
- Staff Rostering
- SMS Surveys
- Text-in competitions
- One-on-one Lead Nature





Short Messages (SMS) that are usually sent out using a unique short-code where charges incurred are billed to the customer's (recipient's) mobile phone credits (airtime).

Examples include:

- Voting
- Betting & Gaming
- Results (KCPE, KCSE...)
- Donations (Funds Drive)
- Downloads (E.g.: SMS Games, Ringtones (skiza tune), Wallpapers, etc.)
- Subscriptions (E.g.: Daily jokes, News updates, Horoscopes, etc.)



It allows access to certain services in real time without an internet connection by dialing a code associated with a particular service.

It has greater flexibility over SMS and voice in terms of usage

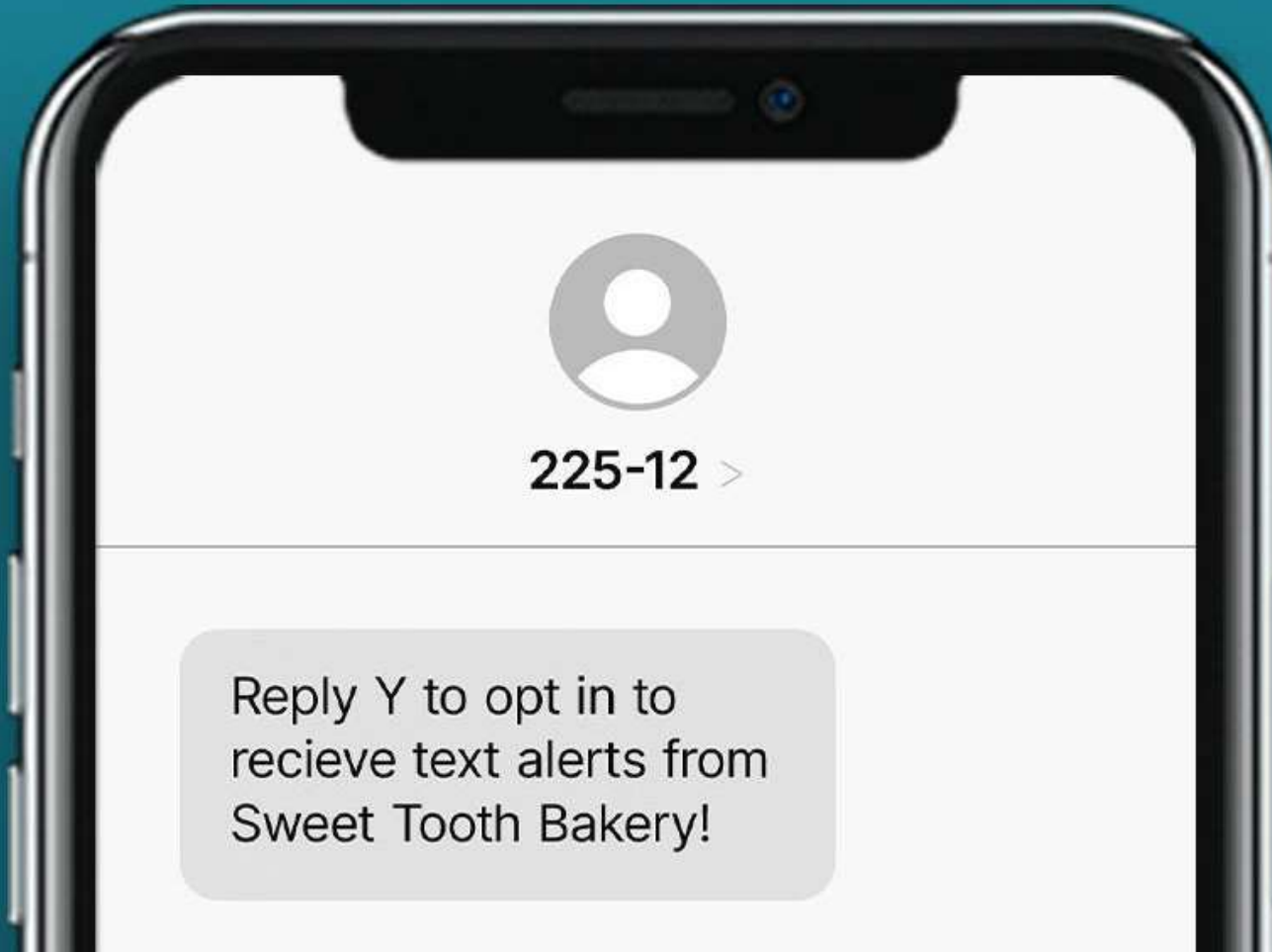
BENEFITS;

- You can easily scale your solution depending on your requirement
- It works on all phones with or without internet access
- It is highly interactive and allows for fast two way communication
- It can be easily customized to suit your business needs
- It is free for your customers to use.

A short code is a 5-6 digit number (short phone number) that can be used to run SMS based marketing campaigns.

The recipient (your customer) can opt in to these campaigns by texting a key word to your company's short code.

You can then send automated text messages to these opted in subscribers, e.g.



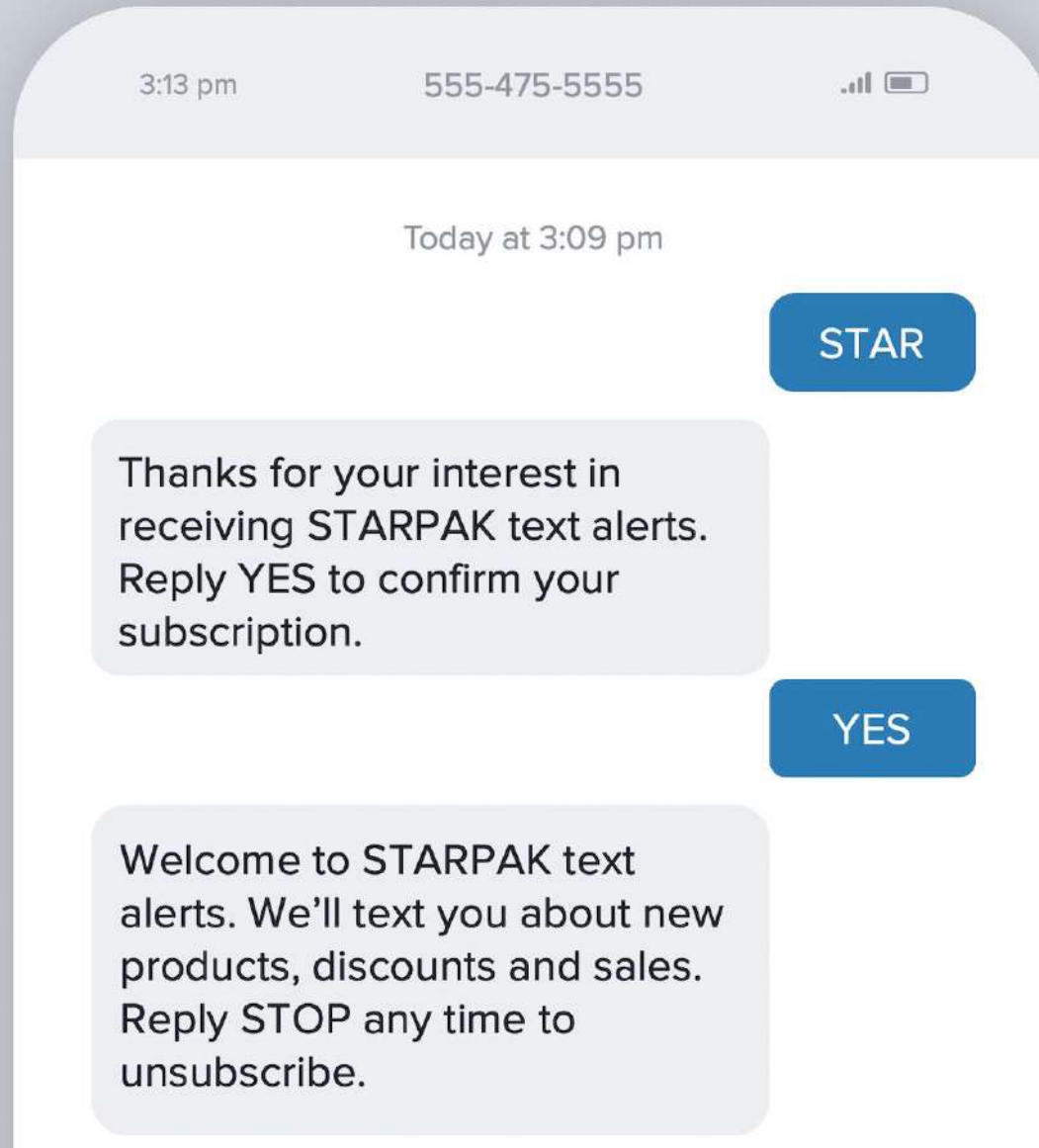
BENEFITS

- Grow customer contact database through the customers opted in.
- Short codes are easier to remember
- They enable surveys via SMS. Best customer experience measuring tool.
- Enables a wider reach because customers can opt in to the service without internet connection.

Why izeone Digital Automated SMS Solutions?



- Integrated platform
- Bouquet pricing
- Uptime & reliability
- Message queuing
- Delivery reports
- Real-time analytics



WhatsApp Business API

- A Business API chatbot is an automated software powered by Artificial Intelligence (AI) and can be integrated on the WhatsApp Business platform.
- There are currently over 8.8 Million users WhatsApp in Kenya, making it the most popular messaging platform.
- Our WhatsApp Business API solution will help your business gain online presence and seamlessly connect with your customers through the chatbot
- Thanks to ize WhatsApp chatbot, you can now handle your customer enquiries and relay information to your target market/ audience on this widely used messaging platform, which comes with additional benefits that have been outlined herein.



Can be integrated to your systems to provide the following support, capability and functionality:

- Customer Care systems – support customer service
- Booking systems, e.g. scheduling appointments and updating a database
- Make purchases
- Generation of leads by capturing new customer information
- Conducting surveys
- Broadcasting of information – alerts, educational materials, promotional material to a large number of people at once

Benefits

- ✓ It's available 24/7
- ✓ They are secure (end-to-end encryption)
- ✓ They are easily accessible - No geographical limitations
- ✓ Cost efficient
- ✓ High engagement
- ✓ Creates a personalized experience
- ✓ Enhanced customer service
- ✓ Generates leads
- ✓ Help customers to make buying decisions
- ✓ Allows businesses to collect information and feedback.



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