

DEPARTMENT BRIEF

Accounting and Billing



Text messages have revolutionized how we communicate, quickly becoming our go-to channel for daily use. Trumpia helps you tap into this power for your Accounting and Billing Department, but goes further than simple mass texting solutions with advanced tools that help improve collections, streamline customer service, and boost your productivity.

USE CASES

01

Improve Collections



Following up with customers in a timely fashion is often the difference between a paid bill and a headache. One client saw a 13% increase in collections when they switched from calls to texts.

- Texting is quick, seen within seconds, and responded to 60x quicker than email.
- Remove intimidation from the collections process by texting clients instead of calling them.
- Send automated email, voice, and text reminders to customers when they have an overdue invoice.

02

Boost Customer Service



SMS Marketing Services helps keep customers happy, generating repeat business and boosting revenue.

- Let customers text to contact you without risking being put on hold or having messages buried in email.
- Automatically send follow-up messages to a customer after they fill out a form.
- Send text surveys to gather feedback to improve your process. With text messaging's response rate being 750% higher than email, you'll actually get enough feedback to make a difference.
- Text-enable your business's existing phone number to answer questions, so you don't have to expose your personal mobile number.

USE CASES

03

Automate Your Team's Chores

Save time with SMS automation, which lets you automate the tedious tasks that eat into your department's productivity.

- **Smart Targeting:** Automatically send only relevant notices based on subscribers' industry, interests, or behavioral history.
- **Lead Scoring:** Automatically assign scores to your contacts based on behavior and attributes they take within our system. For example, you could automatically stop sending messages to people who repeatedly don't respond to your messages.
- **Automated Reminders:** By sending text reminders directly to your customers, you ensure they will see your messages, as 98% of texts are read. This leads to fewer missed appointments, payments, or other opportunities.
- **Text Bot:** Our Text Bot can automatically direct customers to the correct specialist or answer frequently asked questions.
- **Mass Alerts:** Automatically send mass notifications about policy changes or new services.

LIFECYCLE ENGAGEMENT

The All-In-One platform allows you to communicate with customers throughout every stage of the Customer experience. For example:



1

Answer accounting and billing questions via two-way landline texting using your existing business phone number instead of your personal number.



2

Automatically track behavior and gather relevant information about clients by asking them questions and automatically capturing their responses.



3

Our Smart Targeting uniquely filters targeted distribution lists automatically based on subscriber's interests and behavior, so you send only relevant accounting alerts.



4

Automatically send relevant and timely reminders for things like due dates, tax information availability, or renewals.



5

Have a response automatically sent with a link that leads to more information like updates to their payment options. You can also track whether or not they click it, and send them a reminder later.



6

Send **mass notifications** about policy changes or new services.

ENTERPRIS

Trumpia has a variety of enterprise-grade features that allow you to better control employee's use of the system.



Access Control

Trumpia's access control and data segregation allow management to have centralized control and regulate which employees have access to certain features or databases.



Custom Templates With custom templates you can maintain a consistent brand image throughout all your departments.



Powerful Reporting

Powerful reporting allows you to track and analyze your messaging campaigns.

UNMATCHED CUSTOMER SERVICE

We offer onboarding and training to make sure you can get the most out of our messaging solution. In addition, our account management team will help you implement automation and lifecycle engagement into your communication strategy. Our amazing support team is ready to help 365 days a year, with a 9-minute average support response time during business hours.



365-day

Technical Support



1

Hour

Initial Response Time



9.5/10

Customer Service Rating

