DEPARTMENTBRIEF

IT Departments

In today's digital world, IT departments that run smoothly are paramount to the operation and security of a company. Using text messages to quickly communicate information can bolster your ability to alert users to an issue and get solutions implemented quickly. SMS Marketing Services pairs the power of SMS with a fully automated omni-channel solution, meaning your departments will save time while effectively bolstering your efficiency and security.

USE CASES

01

Increase Efficiency with AutomationIn

The solutions' powerful automation delivers 3 main advantages:

- **Smart Targeting**: Intelligently segment your employees based on their location or department, so you can send alerts to only the affected ones.

- **Click-through Tracking**: Send links to onboarding material or new security memos, and automatically remind employees who haven't clicked it yet a week later.

- **Interactive Text Response System**: Our intelligent Text Bot system can automatically answer common troubleshooting questions or direct the employee to the proper IT representative. (See Examples below)

Intelligent Text Bot

1 Train employees to text a keyword like "ITHELP" when they experience a problem.

2 Our system will automatically text back "Do you need help with 1) printer issues, 2) network issues, 3) a password reset, or 4) other.

3 If the employee texts back "2", they could be asked if they "1) Can't connect to the internet, 2) Want to report the network is down, or 3) Need the password."

4 Depending on their answer, they would automatically be sent a link with a detailed list of troubleshooting steps.

USE CASES

02

Improve Employee Satisfaction

- Have a two-way text conversation between your department and employees by text-enabling your office's number, saving you from long calls, messages getting lost in an inbox, or playing phone tag.

- Since 90% of text messages are read within 3 minutes, you can alert employees in minutes to do things like update anti-virus software or alert them of suspicious emails or outages.

- Solicit employee feedback via SMS surveys, which have a 7.5x higher response rate than emails.

- Train employees to text in keywords like "ITHELP" to get fast responses and help troubleshoot.

03

Integrate SMS into your Existing Systems

- SMS Marketing Services powerful Omni-Channel API (including text and email) comes with a free shared short code, and you'll be able to send up to 300 SMS messages per second. We offer REST, HTTP and SMTP APIs for features like mass texting, one-to-one communication, contact synchronization, two-factor authentication, and keywords through a variety of application languages.

- We also have Zapier integration which will allow you to automatically coordinate actions between SMS Marketing Services and hundreds of software you already use on a daily basis. Here are some sample Zaps:

  – Using information from GoogleCalendars, automatically send employees service appointment reminders.

LIFECYCLE ENGAGEMENT

SMS Marketing Services texting solution goes beyond servicing as a mass blasting service. It can automate your employee communications throughout their lifecycle with your organization. For example:

1

When **onboarding** new employees, our **automation** allows you to send employees links to training materials, information on provisioning emails and setting up accounts, and orientation information.

2

Create a **mobile keyword** to advertise to your employees, allowing them to opt-in for IT and help desk alerts.

3

Send **mass alerts** to all employees about outages and security threats through texting, email, and voice broadcasts.

4

Automatically sort employees based on their department or where they work, so you can **notify only the affected people**.

5

Text enable your office phone number so employees can text you to ask questions and schedule help instead of calling.

6

Have employees text "ITHelp" to automatically receive **troubleshooting** guides for common issues instead of having to be stuck on long phone calls.

7

For problems that require in-person service, automatically send a **text appointment reminder** and get a confirmation so the employee doesn't forget.

5

Send **SMS surveys** to employees to get feedback on how you're doing or get suggestions on how to improve the process.

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 1-hour average support response time during business hours.

365-day	**1-hour**	**9.5/10**
Technical Support	**Initial Response Time**	**Customer Service Rating**