



MassComm

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Integrated bulk communication



MassComm is an integrated bulk communication management system that can be used to:

- Create and manage SMS, MMS and email message templates
- Schedule SMS, MMS and email communication campaigns
- Run online competitions and polls
- Profile a customer data base by personality type and preferences
- Manage contacts and databases
- Manage subscription /unsubscribe to messaging services
- Create and process email surveys and questionnaires
- Track and analyse survey results

MassComm from **Securicom** is a powerful system for managing bulk communication and marketing campaigns. The solution is flexible and versatile, accommodating SMS, MMS and email campaigns in one integrated service.

MassComm is developed from scratch by **Securicom** to address the shortfalls of other similar solutions. This means that companies benefit from local support from the very people who created the system.

The service is fully-hosted by **Securicom** and is offered on a subscription or pre-paid basis, lowering the total cost of ownership for clients and removing the burden on maintaining and upgrading the system.

MassComm features an easy-to-use web-based management console. This dashboard is equipped with all the tools needed to create dynamic, impactful message templates, schedule and execute bulk communication campaigns, analyse responses (open and click through rates) and manage customer contacts and data bases.



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All responses and feedback on campaigns, including SMS, MMS and email, are received in a central web-based inbox accessed via the dashboard. **MassComm** boasts advanced profiling capabilities which enable companies to segment customers based on personalities and preferences, allowing for highly-personalised and targeted bulk communication.

The technology can be integrated with existing customer relationship management systems using the **MassComm API** which synchronises contact data.

Features

Securicom's own-developed technology



- Accommodates SMS, MMS and email campaigns
- Shirks the shortfalls of other similar solutions
- Local support
- Relevant
- Easy-to-use
- Training provided

Fully-hosted by Securicom



- 24x7 management and monitoring by Securicom engineers
- No need for a dedicated in-house resource to manage and maintain the solution
- Securicom takes care of upgrades and maintenance

Offered on a subscription / pre-paid basis



- No capital outlay
- Reduced overall total cost of ownership
- Better budget control
- Tangible ROI results

User-friendly online console



- DIY instead of outsourcing mass communication campaigns
- Central portal for creating, executing and analysing bulk communication campaigns
- Single point for receiving SMS, MMS and email responses
- Monitor progress of campaigns
- Analyse and report on campaigns



Comprehensive design toolkit



- Pre-designed templates
- Build an online image library
- Versatile tools for custom designing templates
- Custom design email footers
- Create online surveys and questionnaires

Advanced management and profiling capabilities



- Manage subscriptions
- Customer administration
- Manage customer accounts
- Segment customers based on personalities and preferences for targeted campaigns
- Personalised messages
- Match agents and representatives to customers based on personality types and preferences

Two-Way SMS



- SMS replies / responses can be received by the system
- Allows for two-way SMS communication

SMS Help Desk



- Supports call centres
- Two-way SMS chat with customers

Telephone Module



- Allows for tracking of voice communications with customers
- Close the loop between various communication channels

Extensive storage capacity



- Store SMS, MMS and email messages
- Easy to manage message lifecycles

For more information on Securicom MassComm, a dynamic demonstration of its capabilities or advice on choosing the most-suitable option for your business requirements, please contact: 0861 591 591 / sales@securicom.co.za

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