

# iSMS® Sales Accelerator

Book IT

## Instant Business Results with BookIT iSMS® Cloud Services



iSMS® Sales Accelerator is an effective tool for profitable marketing.

iSMS® Sales Accelerator can be deployed quickly regardless of the size of a company. All organizations that have a need to improve customer service and boost marketing can put this tool to immediate use.

### iSMS® Sales Accelerator

iSMS® Sales Accelerator is an off-the-shelf and easy-to-use joint service that enables your company to create effectively targeted SMS based marketing campaigns. The service is based on utilizing a two-way, mass messaging, interactive dialogue.

Customer marketing efforts will quickly realize the benefits and results:

- **Quick answers:** Users tend to answer received SMS messages amazingly fast. You will see the responses and orders in real-time.
- **Managed, reliable dialogues:** You can create several campaigns even for the same target group without having to consider which question is answered, or in which order. iSMS® Sales Accelerator recognizes each respondent and automatically associates the answers to sent questions.
- **Clear reporting:** You will get reports of each campaign in a simple and comprehensible form and you can copy results to MS Excel e.g. for handling orders.

Implementation of the iSMS® Sales Accelerator service is quick and easy.

### Marketing and Sales

iSMS® Sales Accelerator allows you to create interactive marketing campaigns directly from your computer and send them to mobile phones of your target groups. You will begin to get results almost instantly and will be delighted by the response rate.

The iSMS® Sales Accelerator is a proven solution for acquiring new customers. With member-gets-member campaigns, you can offer customers the opportunity to give a free gift to their friend or recommend some special offer. This is a great way to identify and acquire new customers along with their mobile phone numbers.

### Key Advantages

- Works on every mobile phone, with every operator, even if the recipient is travelling abroad.
- No complicated keywords to remember.
- Reliable – identifies users automatically and accurately.
- Effortless – unlike a phone call – you can answer iSMS® almost anywhere, anytime and when it is suitable for you; in a meeting, on a bus...
- High response rates are the best evidence of an easy-to-use service with satisfied end-users.
- Cuts costs
  - Costs of advertising agency
  - Material costs, printing
  - Postal fees
  - Personnel costs
  - Software or equipment investments
- Real-time report and response data.

# Book IT

BookIT is a software and services company specialized in technologies that enable easy-to-use mobile business services and applications. The focus is on transaction based services with interactive dialogues between mobile users and business systems.

BookIT's goal, together with it's partners, is to shape the future of mobile business transaction market by continuously developing intelligent technologies, services and applications.

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