

BUSINESS TEXT MESSAGING

Enable Your Business Customer With a Powerful Communications Channel

TEXT-ENABLE BUSINESS LANDLINES

Alianza's cloud-based Business Text Messaging (BTM) enables service providers to grow commercial revenue, stand out from the competition, and deliver a compelling new communication service to their small and medium business (SMB) customers.

BTM helps SMBs foster customer relationships, streamline interactions, and improve business performance by engaging individuals using simple and convenient two-way texting. **With SMS open rates as high as 98%**, it's one of the easiest and most impactful communication channels a business can use.*

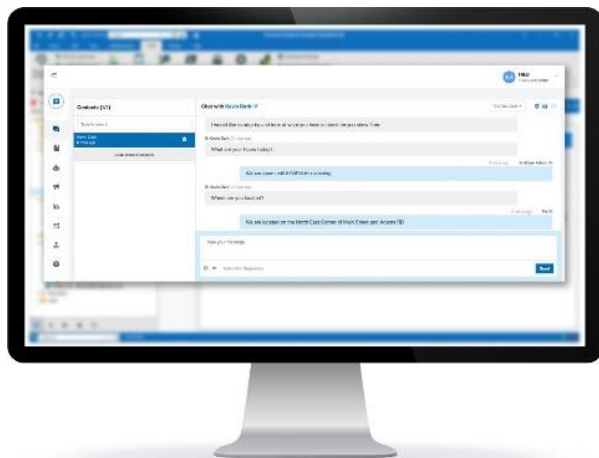
SMBs can easily resolve customer inquiries, send reminders, promote events, automate common responses, and more—all from the business phone number their customers already know and trust.

SERVICE PROVIDER OPPORTUNITY

Most SMBs surveyed view business text messaging as a valuable customer communications channel: **82% of respondents said they use or are interested in using business text messaging.***

WHY YOUR CUSTOMERS WILL CARE

Many consumers prefer text messages to phone calls for short exchanges. Which means your customers are seeking out text message solutions to meet their customers' expectations. Many studies have shown that SMS engagement rates far outperform other communication means. **This creates a substantial market opportunity for service providers.**



Enable business to communicate with their customers with real-time text and intelligent auto-responses all via an intuitive web portal



Service Provider Benefits

- Increase commercial revenue and addressable market
- Boost customer loyalty and lifetime value with business bundles
- Win new business customers using competitive voice offerings
- Easy to launch—no equipment or truck rolls
- Sell it anywhere, on any voice service



SMB Use Cases

- Appointment reminders
- Auto responses for frequent questions
- Order queries and updates
- Sales & marketing campaigns
- Support interactions
- And many more!

*Statistics from Independent Research

KEY END USER FEATURES

This SaaS application enables a business to use its existing phone number to send and receive SMS and MMS with customers and prospects.



Multi-User Portal

Shared inbox for employees to manage all inbound and outbound communications. Agents can view and manage multiple customer threads in a single window.



Message Bots

Automatic replies to inbound messages based on keywords and business rules. Businesses can use a list of keywords to answer common questions, like business hours or address.



Scheduled Responses

Businesses can craft specific messages based on specific days or hours.



Multiple Numbers

Support texting for different business lines (e.g., main company number, local branches, support).



Campaigns

Contact list management and features to easily send promotions and alerts.

DELIVER A DIGITAL TRANSFORMATION SOLUTION FOR SMBs

The market demand and use cases are clear: SMBs will embrace Business Text Messaging because it helps them strengthen customer relationships; streamline sales, support, and marketing interactions; and improve business outcomes. **Target verticals include;**

- Education
- Home services companies
- Non-profits
- Professional services
- Restaurants
- Retail

In a January 2021 Independence Research survey of more than 500 SMB decision makers, 37% of respondents indicated they would like to use a BTM service, and 46% responded they already do.

In a few simple steps, Alianza-powered service providers can onboard and text-enable a business customer without equipment installations or truck rolls. It can be sold standalone offering or bundled with your business voice products; it can also be sold anywhere—including outside your broadband or voice footprint—and over any voice solution.