

MIVA VIRTUAL MESSAGING SMS IVR and EMAIL IVR



THE DECISION, LIKE THE BENEFITS, IS AUTOMATIC.





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1. Broadcast Overview

Your customers are on the move, so getting them information they need quickly, easily, wherever they are is key to driving customer satisfaction. Our Virtual Broadcast solution makes it possible to send customer notifications, coupons, promotions and more via SMS text message from any enabled email account.

Extend the reach of your brand by combining powerful IVR technologies with SMS and Email messaging. With our integrated SMS you can seamlessly collect data and results through our messaging gateway. Identify when customers receive your message, track marketing campaigns, interest and responses, conversion rates and more, all at a fraction of the cost of traditional marketing mediums.

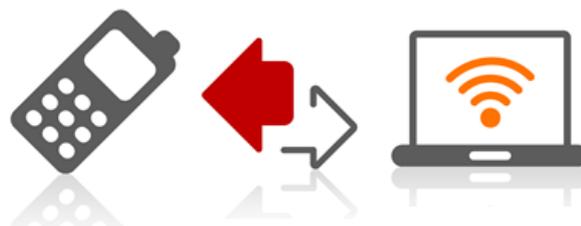
Understand caller satisfaction and buying preferences, helping you enforce a consistent brand experience. With SMS IVR you have 24/7 access to campaign results. Easily analyse and track campaigns in real time as your message is delivered.

Whether designing a lead generation campaign, sending marketing messages and special promotions, or managing a fan club, IVR SMS allows you to control your message and delivery options, schedule campaigns, and select specific groups of recipients to better target customers, dealers or users and provide instant information and updates.

Instant notification via IVR and SMS messaging ensures your message is received – whether for an emergency or simply a key marketing campaign, and with campaign analysis available through theQ portal, you have full control over who you broadcast to, and know exactly when they have received your message.

With IVR SMS, sending SMS broadcasts or individual SMS messages via email is simple. You are allocated an email box to send your messages through, and this converts your email to an SMS, sending it to the relevant contact list. Either send individual SMS's one email at a time, or attach a bulk list of numbers in your email or as a text attachment. It's just as easy as writing an email, and can be done from any email software, anywhere in the world.

All SMS messages, outbound and inbound are tracked through your campaign and available for reporting purposes through theQ online portal.

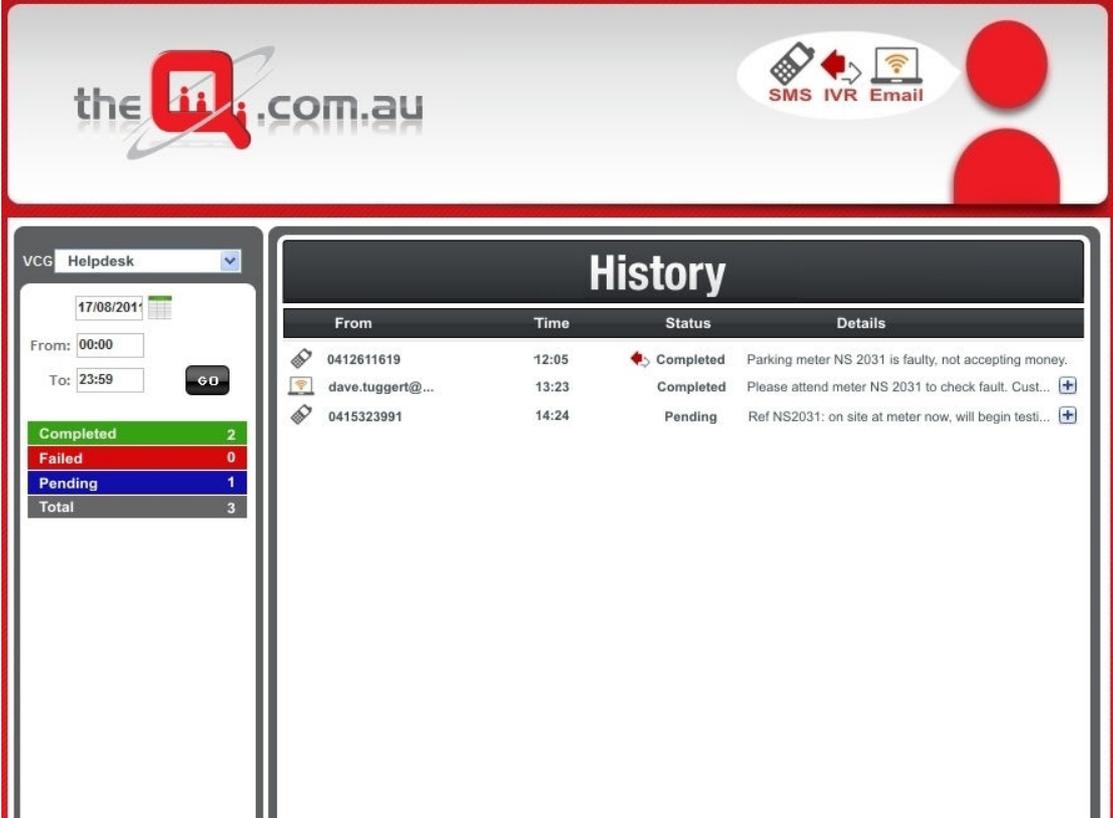


2. ONLINE PORTAL

The Online Portal allows you to review campaigns in an almost real-time environment. Watch as your message is delivered to thousands of customers, identify failed delivery such as disconnected numbers and confirm your delivery status as your campaign list changes from pending delivery to completed.

You can setup and run broadcasts for different departments, marketing campaigns or groups of customers.

Plus you can export your data to run more in-depth reports and analysis.



The screenshot displays the 'theQ.com.au' online portal. At the top, there is a navigation bar with the company logo and icons for 'SMS', 'IVR', and 'Email'. Below the navigation bar, the main content area is divided into two sections. On the left is a sidebar with a 'Helpdesk' dropdown menu, a date selector for '17/08/2014', and time range inputs for 'From: 00:00' and 'To: 23:59'. A summary table in the sidebar shows the following data:

Status	Count
Completed	2
Failed	0
Pending	1
Total	3

On the right is the 'History' section, which contains a table with the following columns: 'From', 'Time', 'Status', and 'Details'. The table lists three entries:

From	Time	Status	Details
0412611619	12:05	Completed	Parking meter NS 2031 is faulty, not accepting money.
dave.tuggert@...	13:23	Completed	Please attend meter NS 2031 to check fault. Cust... +
0415323991	14:24	Pending	Ref NS2031: on site at meter now, will begin testi... +

Consumers in Australia have come to rely on their mobile phone as a highly personalized and essential communications tool. People take their phone with them wherever they go and rarely switch it off.

More people can be reached via SMS, than via internet, fax or email, and SMS provides a less obtrusive and more cost effective method of contacting customers than phone calls.

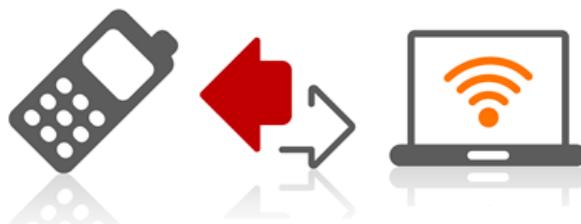
3. SMS-IVR and Email-IVR

Combined with traditional Telephony IVR, theQ also allows customers to harness the power of inbound and outbound SMS and Email through an IVR interface.

Customers can send an SMS or Email enquiry and be automatically handled by our Virtual IVR service to receive updates, send activations and carry out any number of preconfigured interactions via the IVR gateway.

This means, you can allow your customers to interact with you through other mediums and can offer a new social interactivity for your business. Configure FAQ questions and responses to allow our SMS IVR service to instantly answer SMS enquiries, or escalate to live operator for specific enquiries or unknown queries.

Now customers have the ability to select the medium in which they wish to interact with your business and services. For more details or to discuss your customised application please contact MIVA on 1300 366 481.



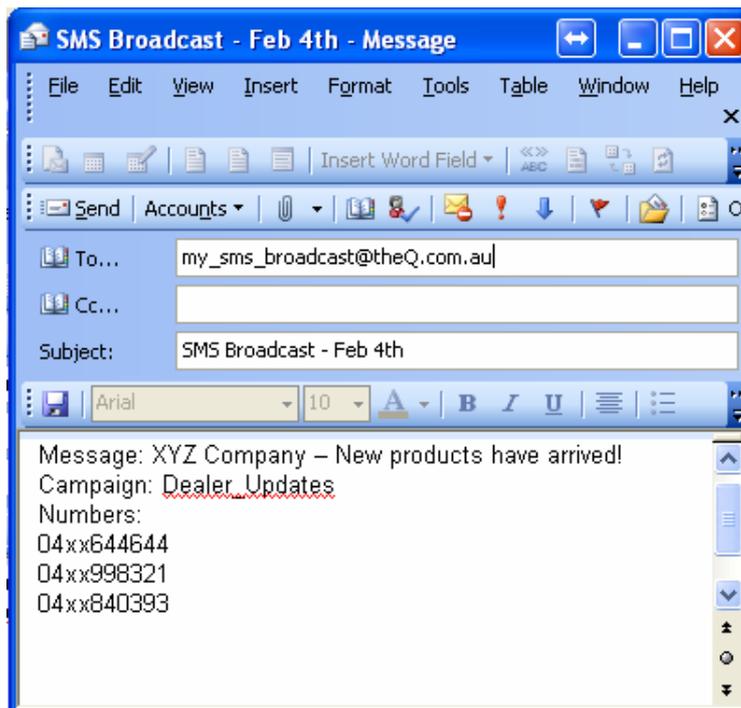
SMS and Email Gateways for your IVR Service

4. Sending SMS Broadcasts

The process is actually very simple as the SMS IVR Gateway does all the conversion and work, interpreting your email message and converting it to a list of SMS messages for instant notification.

These are the key fields to include in your plain text email:

- Message – the message that will be sent in your SMS and can be up to 160 characters. If the message is longer than 160 characters then it will be spanned across multiple SMS messages per phone number.
- Campaign – the name of the campaign you are using to broadcast. Controls where your notifications will be placed in your online portal. You could have multiple campaigns setup so you can broadcast marketing material, technical support, schedule service calls, obtain feedback and more.
- Numbers – is the SMS broadcast list of numbers to receive the message. This can be one number or thousands. Simply put each number on a new line and the service will send your message to all numbers listed.
- Schedule – this is an optional field for scheduling broadcasts at a later date and time and is in this format: “dd/mm/yy hh:mm:ss”.



You can manage your contact list in existing programs such as CRM's, databases or simply create specific SMS lists in Excel. When you paste your list of numbers to the email, ensure the email is setup as plain text and there is no footer or other information included.

5. Rostering

MIVA has developed an integrated Rostering Service within theQ Virtual Service which incorporates in-depth Rostering and Logging information through our IVR, SMS-IVR or Email-IVR interfaces. This service can be used to connect to remote data servers and applications for professional roosting solutions.

Rostering Options:

(1) SIGN ON: Employees or agents can sign on to the roosting service by phoning into the IVR and following simple audio prompts. The IVR service will verify the employee information and submit it to the customer's back-end processes, or will either request further information from the employee or overflow to a call centre for manual handling.

(2) SIGN OFF: Employees can end their shift by calling into the Virtual IVR service and entering correct employee id information. The service will provide audio prompts to clearly talk them through the process.

(3) Breaks: The Rostering IVR can also be setup to track breaks and other down time, much like a punch card system. This can be useful for billing purposes and performance purposes.

(4) Record Connected Calls: Employees can dial in and be connected to external destinations so that calls are recorded. This allows important calls, or customer specific calls to be tracked, reported and recorded. Audio conversations can be emailed or uploaded to a website for retrieval.

(5) Ordering: On site employees may need to bill the customer for products and services. The Virtual IVR can be setup to allow them to enter product and service ID's and quantities for reporting and billing purposes.

(6) Survey: The IVR Service can include a survey or testimonial section so that happy customers can leave feedback about the employee or service or so that in-depth survey information can be obtained from the customer or from the employee to rate various components of the work or tasks.

For more information or to arrange a custom demonstration of the SMS Broadcast Service please contact MIVA on 1300 366 481.