

LiveLeadPortal

SMART SMS

What is Smart SMS?

- ▶ Smart SMS is the use of the our Intelligence engine to simulate a conversation via Text Message.
- ▶ This type of communication results in a much higher level of engagement between the customer and your offer
- ▶ Customers are engaged via SMS to start a “conversation” with the virtual text agent
- ▶ Short-form pre-screening conversation flow as well as small talk responses guide the customer to your end result
 - ▶ Asking the customer to return to a web page to complete an app
 - ▶ Prompt the customer to phone your call center
 - ▶ Request the customer confirm an appointment to receive a call

Where does SMS fit in?

- ▶ Pre-Qualification

- ▶ Your website asks for Name and Cell phone
- ▶ Our system conducts a pre-screen via SMS
- ▶ Once the pre-qual is complete we redirect the user to your long form, ask them to call your toll free number or confirm a call back time

- ▶ In your current workflow

- ▶ Monetize your bottom tiers via our API
- ▶ Ping us with Name and Cell Phone to kick off a re-vive conversation to drive the call to action mentioned above

Data Flow

- ▶ Data can be posted in real-time into our system as XML/JSON
- ▶ 2-way communication can be passed back to your system in real-time
- ▶ Cold conversations can be revived at determined intervals



Conversation Flow

- ▶ Our Smart system simulates a live agent to fully engage the customer
- ▶ Random questions are met with calculated responses
- ▶ At anytime in the conversation our system can provide a call to action to drive the customer to your end goal



Dialogue/Compliance

- ▶ Over 2000 small talk phrases are recognized to ensure the conversation continues
- ▶ Dictionary is expanded daily to include new phrases and can be expanded for your vertical/industry
- ▶ Conversation is customized to include your applicable questions and filters
- ▶ Double OptIn capable - TCPA OptOut Compliant