LiveLeadPortal

SMART SMS

What is Smart SMS?

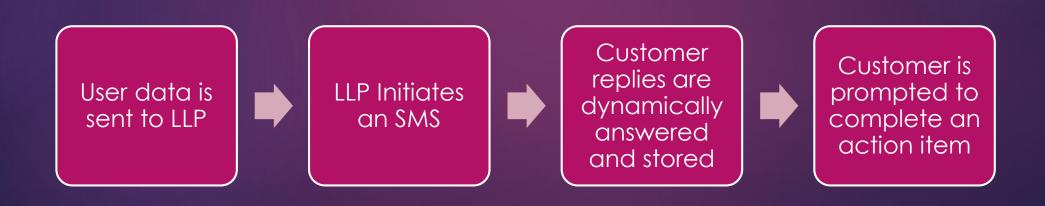
- Smart SMS is the use of the our Intelligence engine to simulate a conversation via Text Message.
- This type of communication results in a much higher level of engagement between the customer and your offer
- Customers are engaged via SMS to start a "conversation" with the virtual text agent
- Short-form 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 realtime
- 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

Ok we will reach out to you Ok no worries, is there a Ok thanks. Is there a time Sure. Maybe tomorrow Yeah. 2pm at 2pm tomorrow. Thanks better time to contact you? that's good for you? Hello Mr. Johnson this is Joe Ok thanks. It looks like I Great. Thanks for your time from ABC. In order to have all that I need - in This should only take a few Ok great. What is your \$2800 complete vour application I Yes order to finalize please give monthly income? mins. To start are you us a call at 888-888-8888 to have a few more questions. currently employed? Do you have a few minute? finalize the transfer. l just have a few questions You applied for a loan on to ask then we can our website and I'd like to What is this about? Oh ok. What's next? complete the application. help you complete the To start are you currently application.

employed?

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