

# i-SMS *pro* ▶▶



“No need to spend a fortune to reach out to your customers – increase your returns with simple yet powerful i-SMS pro Solution.”

- USER FRIENDLY
- EFFECTIVE
- EFFICIENT MOBILE COMMUNICATION FOR YOUR BUSINESS

# What is i-SMS pro

i-SMS pro, an innovative fusion of mobile and web technologies, drastically improves ROI on marketing & advertising spends. Through i-SMS pro you can easily offer product or service information to prospects and customers on demand and automatically generate your own database of qualified sales leads.

Below are some key examples:

- Payment Reminders (Integration to your existing system)
- Business notifications (order acceptance , shipment information , Billing information, Product launches, Special offers, Sale Promotions etc.)
- Customer Loyalty Programs
- Medication and Appointment reminders for patients
- Event / Exhibitions / Seminar Invitation notifications
- Admission notifications to students
- Product Promotions and Offers

## How does it work ?

The procedure for sending SMS will be handled in two ways:

- i. Instant Messaging
- ii. Scheduled Messaging

- The SMS can be send in bulk to a list of contacts
- Each SMS can also be personalized when sending bulk messages
- SMS can easily be integrated into legacy systems to collate information that needs to be transmitted.
- Maintaining the reports on various parameters

## Who is it targeted at and is it a right solution for you ?

The penetration of mobile phones and internet in urban areas has touched the sky and now almost everybody - be it a school kid, a college student or an executive use these "always with & always on" technologies with ease. The solution has a universal appeal; it can be used for all types of target markets with access to a mobile phone and the internet. If your target market is similar, you can definitely profit by fabricating unique offerings through i-SMS pro.

## How would your organization benefit with i-SMS pro ?

i-SMS pro has established a reputation for helping organizations improve the efficiency and effectiveness of their advertising / communication spends. Constant flow of sales leads is now a reality. i-SMS pro helps organizations in their lead generation process and initiates the sales cycle, better customer relationship and efficient support mechanism. Our professional staff will work with you one one-on-one, using their expertise to determine the best strategies and tactics for your business objectives and needs. We can provide you the customized or customizable interface of the tool to get the substantial output. Moreover our core competencies are:

- Innovative solutions to your benefits needs
- Helping to get return on investment
- Integrity
- Quality
- Unsurpassed client service

# Salient Features of i-SMS pro

**Group Messaging** - i-SMS pro is a simple powerful easy to use messaging application that allows you to create and send group (mass) SMS to list of selective contacts, groups or individuals. It allows you to create and send bulk SMS from PC to your customers via mobile phone.

**Message Segmentation** – i-SMS pro has a unique feature of message segmentation. Unlike other SMS applications, which restrict you, to send the SMS of predefined length of characters, i-SMS pro enables you to send lengthy text messages, which are broken into segments and sent to mobile phones, where once again those are concatenated into one message.

**Admin Section** - i-SMS pro has a simple yet dynamically single point controllable structure and centralized access, individual control at the lowest level for particular sections, with ease of understand and operation.

**Reseller Data Management** - i-SMS pro allows you to introduce new resellers in the system and manage the related information. This included adding the relevant information, modifying the available information and removing the whole account of the reseller.

**Recipient Data Management** - i-SMS pro's intuitive web interface enables you to manage name groups and mobile numbers and is easy to use as you can upload names, groups and mobile numbers using Excel or compatible file formats. After all the numbers are entered, user can see a listing, which can be modified. User can edit, delete and update the contents of the list. Finalized list can be used for the sending purpose.

**User/ Reseller Permissions** - i-SMS pro provides total control over the accessibility options. You can allow, deny access to application and grant or prohibit for certain functionalities/sections to the selected user/ resellers.

**SMS/ MMS Quota Management** - i-SMS pro predefined quota of SMS/ MMS packages can be assigned to any particular user based on requirement. In i-SMS pro, new SMS or MMS packages can be created with predefined quantity and validation period, for further allotment to any reseller/user.

**Sub-user Account Management** - i-SMS pro enables you to manage the sub user accounts for any Reseller. In i-SMS pro , you can edit/ modify/ update the relevant information or remove the whole account of the user.

**SMS/ MMS Sending Templates** – User can create SMS sending templates and save them for later use, this saves time in creating formats during SMS transmission.

**Sender Identification** – i-SMS pro allows you to manage your own brand name or company name as the Sender ID (the name that flashes on the recipients' mobile phone when they receive an SMS).

**User Friendly Operational Model** - This bulk SMS tool can be integrated to any existing application or it can be used independently to satisfy the need of any individual. Any individual who is aware of computer and internet can easily operate this tool to cater his/ her needs.

**Scheduling & Transmission of Messages** - Each message broadcasted, is tailored in a complete way i.e. it would have recipient's name, message and sender's information. It can be customized to have the sender's Identification as name of the company, business or title of the messages. The application can also plan your bulk SMS transmission scheduling for specified customers or group of customers on specific date/time.

**Extensive Reporting** – i-SMS pro has a wonderful statistical access to all the information revolving in the application. From each aspect of application use, i-SMS pro facilitates user to generate the report dynamically. i-SMS pro lets you choose the desired inputs for the report to be generated and on a single mouse click, the completely relevant information is on display, which helps to implement the strategies most effectively. Few examples are –

- **SMS/ MMS Reports**

- Consumption details
- Quota details
- Validity information

- **Packages Reports**

- SMS/ MMS packages
- Allotment details
- Availability details

- **User Reports**

- Registration details
- Sender ID details
- Permission details

- **Admin Section Reports**

- User details
- Extensive SMS/ MMS related details
- Activity details



**i-MATRIX**

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103, Pinky Apartments, Butler Road,  
Dalibagh, Lucknow-1 (UP), India.

Tel : +91-522-2204930 / +919415545507

[info@i-matrix.co.in](mailto:info@i-matrix.co.in)

[www.i-matrix.co.in](http://www.i-matrix.co.in)