



cBox specialises in the acquisition and retention of customers through digital messaging and marketing solutions.

The products utilised to achieve the client's desired results are **Interactive Voice Response, Interactive Video Voice Response, SMS (WAP), SMS Call-back (reply path), Fax Broadcast** and **Direct Mail**.

Applications can be tailored for administrative, operational and marketing purposes to build customer intimacy and loyalty.



Direct from desktop



To multiple outlets such as Facsimile, Email, Mobile Phone or Telephone

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### **Interactive Voice Response**

Contact 20,000 customers in 20 minutes: IVR allows you to interact with customers, take payments via a payment gateway, direct them to a call centre, inform of upcoming events and all while tracking responses within real time reporting. IVR's can be sent via batch or alternatively triggered to meet your requirements.

### **Interactive Video Voice Response**

Communicate to your internal or external mobile customer base via a rich interactive medium. IVVR allows the recipient to respond immediately to a call to action and be redirected to a number of touch points such as a server, call centre, customer service, voice bank or operational managers all with real time reporting.

### **SMS Call-back (reply path)**

The ubiquity of mobile phones affords companies the opportunity to use SMS reply path to build customer intimacy. Communicate with your customers via SMS allowing them to respond and be directed back to a server, matched to a unique ID, placed within a predictive dialer queue and thus have a call centre operator call them within minutes. SMS reply path can also be utilized for administrative, operational or marketing purposes.

### **SMS (WAP)**

Allow your customers the opportunity to receive the latest brochures of your products on their mobile. The rich customer experience allows them to view your offering, drill down to their desired product and respond via a simple reply or be automatically connected to your call centre or local store.

### **Fax Broadcast**

Reach over 1.7 million businesses via the most comprehensive fax database in Australia that can be segmented geographically and or by ANZSIC classification. Databases also available for NZ, UK and USA. Personalise your marketing message by utilizing our Mail Merge facility to increase your response rate.

### **Direct Mail Service**

The cBox direct marketing service offers printing and delivery of flyers/letter drops as a total mail house solution. We can make the service as personalised or as general as you need and will work closely with you to deliver your desired outcome

### **Direct Marketing Consultation**

cBox has access to experienced and talented direct marketing consultants to assist in document creation, campaign management and advice. This service is especially beneficial to clients who want to leverage the specialised direct marketing knowledge of the cBox team to compliment their in-house marketing resources.