# thankQ

# communication automation

**Benefits:**

- Improve your bottom line by 20% or more
- Increase stewardship of your supporters
- Interact in more ways with more information for your supporters
- Future proof the business through the formal capture of business rules and workflow
- Reduce staff effort in doing clerical activities

**Features:**

- Automation of your specific Business Rules
- Unlimited and fully flexible rules definition
- Automated sending of emails and SMS
- Automated printing of snail mail letters
- Personalised content based upon rules
- Scheduled sending
- Message testing and validation
- Tracking via Drafts, Outbox and Sent Items
- Full audit trail of who received what
- SMS responses logged
- Email opens, URL clicks & bounces logged
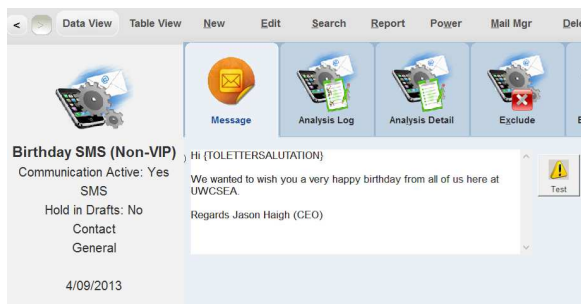


## automation manager

The automation manager provides for the unlimited definition of business rules to drive the automated production of letters, emails and SMS. Emails and SMS may be automatically sent, whilst letters will be automatically printed ready to send.

## business rules

The definition of business rules is not limited and can be based upon any item of information in the database. For example, financial, profiles, or behavioural data can be analysed and used. These business rules are easy for you to set up and operate in a manner similar to other business rules in thankQ.
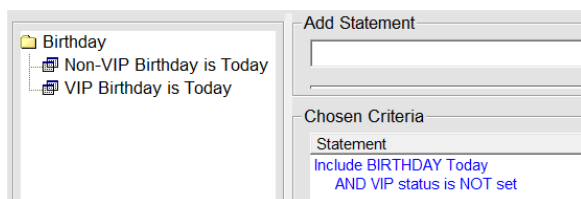


## definable content

The content of communications is not limited and can be defined to suit the business rule. For example, a rule that targets a donor's support of a specific project will feature content where the message is about the achievements of that project. In addition, the normal merge fields from thankQ's communication manager are available to allow the communication to be tailored exactly to each recipient.

Communication preferences ensure that the automated communication is correctly addressed as per the contact's specific requirements.

## scheduled sending

The sending of communications can be scheduled so that messages arrive at a time appropriate for your recipients and the content enclosed in their communication.

## exclusions

Each automation rule can specify the exclusion of other rules so that control can be exercised to ensure that contacts are not over-mailed or sent similar communications.

## drafts, outbox and sent items

All communications are processed via a drafts, outbox and sent items folder within the communication automation manager. Communications can be held in drafts for testing and review, before being released to the outbox for automated processing.



## tracking; replies, opens and clicks

As with other areas in thankQ; the opening of emails, the URLs clicked, the bounces and the unsubscribes of emails are tracked for subsequent processing. In addition, any replies to SMS messages will be recorded for review at a later date.