thankQ

SMS

ThankQ SMS offers organisations the ability to send and receive SMS to key contacts, to give better service and create greater awareness amongst your customer base. It is tightly integrated with the thankQ Mail & Communications Manager module. The content within the SMS message is managed by the core thankQ system. The reply by the recipient is also logged as a communication on the contacts record. The module has the ability to incorporate merge fields from thankQ to personalise your message.

Features:

- SMS Content Managed via thankQ editor
- Mail Merge fields may be embedded
- Track and log the SMS reply
- Customise SMS for reminders, special thanks, Corporate events
- Setup reminders to operate on the campaign calendar

Content Managed via thankQ

thankQ Mail Manager enables the delivery of 'mail-merge' fields personalisation of the SMS within the Body for each and every SMS sent.

In addition, the thankQ system warns of contacts within the database who have invalid phone numbers, and will avoid sending to those contacts.

Recent studies have shown 9 out of 10 people will read and reply to an SMS instantly, whereas 3 out of 10 may read and respond via email, and even less will respond to a direct mail and post.
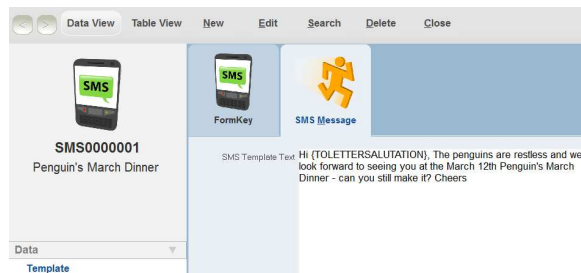

Third Party SMS ISP

thankQ SMS uses a third party provider who is responsible for sending of the SMS. Therefore, there is no burden on your existing communications provider, and you are not subject to any restrictions imposed by them.

SMS Communications tracking

thankQ tracks the performance of the SMS, by working with the thankQ Communications manager module to log the sent and received SMS content per contact
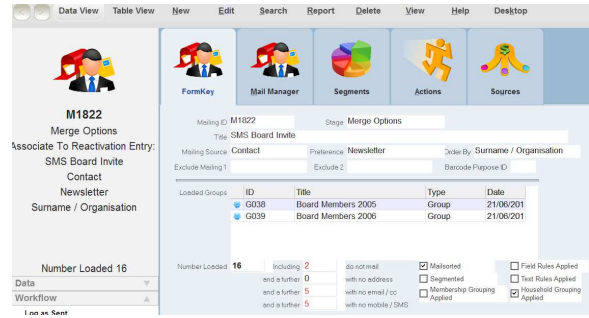
Standard search, report and analysis techniques in thankQ enable the user to assess the response, performance and fulfilment of their SMS campaign.

thankQ SMS and Privacy

Using standard features within thankQ enables those contacts who have asked not to be contacted via any particular method, (mail, email, SMS, phone etc) to be excluded. Further, thankQ allows them to be customised such that they may want to be approached for certain things via a certain medium eg: events via eMail, and reminders via SMS.

thankQ SMS Summary

Period	01 Sep 2010 - 31 Oct 2010			
Date	**SMS ID**	**SMS Description**	**No. of SMS Sent**	**No. of Replies**
12/09/2010	M00324	EVT10213 Event Reminder	1023	459
21/09/2010	M00335	Hope Race Day Alert	322	289
15/10/2010	M00340	Oct Norris Call to Action	100	74
17/10/2010	M00341	Oct Norris Followup	35	20
25/10/2010	M00344	EVT10213 Event Reminder	739	322
28/10/2010	M00357	EVT10213 Event Final	300	255
30/10/2010	M00357	Regular Giving Reminder	2562	625