



ENTERPRISE MESSAGING

The most reliable way
to reach your customers

Messaging is the fastest and most reliable way to reach your customers. With a 98% read rate, all transactional and promotional messages are delivered directly to customers in a cost-effective manner.

Coverage & Instant Delivery to 850+ global telecom operators worldwide with multiple backup routes and redundancies.

Multiple Connectivity & Interface options such as web interface, APIs, HTTP, SMPP, XML, and FTP, with features such as text-to-speech, Unicode, file upload, saved campaign or templates.

Dynamic Messaging helps personalize messages in several languages with specific customer details such as name, account numbers, etc.

Scheduling lets you manage campaigns strategically based on known customer preferences and schedule, you can set the optimal time to capture customer response.

Customization enables you to layer messages with voice, email, API calls etc.

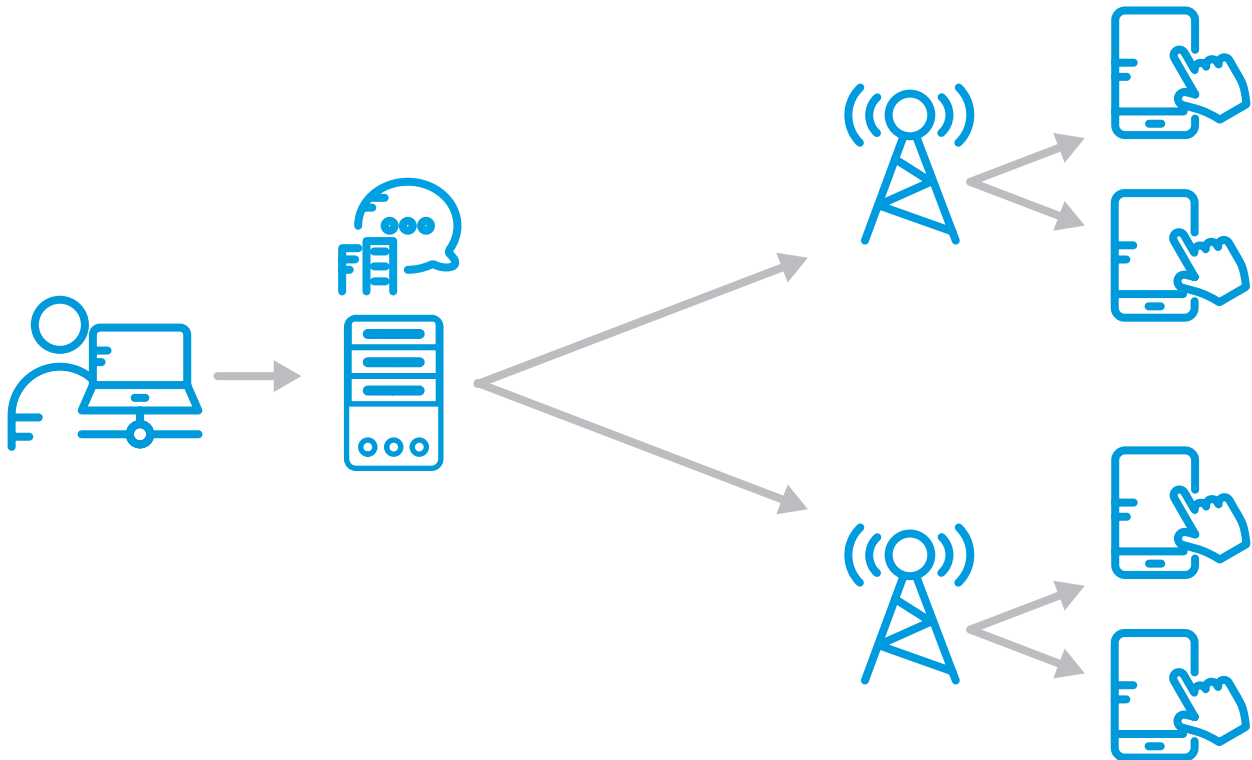
Analytics lets you keep a track of campaign results with actionable insights into responses and overall delivery.

Regulatory Compliance adheres to best practices and country specific laws.



HOW DOES IT WORK?

- ▶ You connect to Route Mobile's platform using your preferred interface (API, HTTP, SMPP, Web, etc) and specify message content and phone numbers.
- ▶ The service automatically selects the optimal route for instant delivery based on destination & preferences.
- ▶ The system delivers the message to targeted mobile number.



USE CASES

- ▶ Transaction alerts and receipts
- ▶ Account balances and statements
- ▶ Booking confirmations
- ▶ Fraud prevention and alerts
- ▶ One time passwords
- ▶ Reminders- bill payments, due dates, etc.
- ▶ Credit application status updates
- ▶ Stock market information and trading confirmations
- ▶ Opt-in marketing and promotions to drive revenues