



## conversations

### Engage with Customers Through Texting

For over a decade, business messaging was limited to a handful of use cases primarily focused on one-way delivery of system-generated notifications and promotional campaigns that used 5-6 digit short codes to send the messages. But all of that began to change with the ability to text-enable business landline numbers. Consumers now expect to text to a business for their sales and service inquiries in the same way they would message a friend.

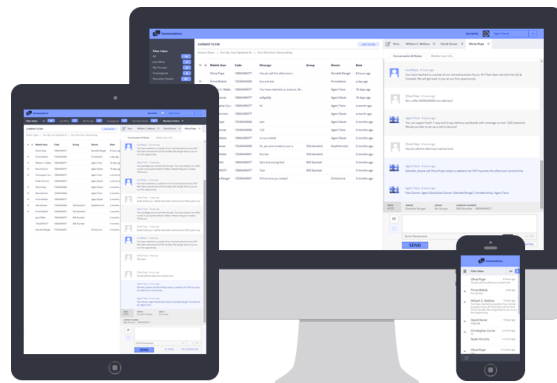
As a result, conversational business texting is rapidly becoming a primary communications channel. Learning how to effectively support this important channel can be a real game changer towards increased customer satisfaction and business growth. The challenge is finding a solution that will meet the specific needs of your business, one that you won't outgrow, and that supports collaboration and visibility across your organization.

**Introducing TruReach Deliver Aerialink Conversations, an award-winning SaaS application for businesses to centrally manage all text conversations.** It's easy to get started, has an intuitive interface similar to email, and is accessible from any web-connected desktop or device. Conversations is designed for teams and helps your staff work productively and effectively with tools to auto-assign and transfer messages. The comprehensive configuration options provide flexibility for tailoring the solution to your specific needs. It can also ease your mind by streamlining the process of managing regulatory compliance. Conversations is an end-to-end solution as the application benefits from all the advantages of the underlying TruReach Deliver Aerialink cloud communications platform: a robust, high-performance API gateway built for reliable, real-time SMS global delivery.

### How it Works

A customer texts to your existing business telephone number from their native messaging app, hence, there is no special mobile app download required.

An agent can reply real time to customer inquiries from the Conversations application or transfer the message to a different team member to reply. The conversation history between your business and the customer is easily accessible and may be referenced for context and personalizing responses.



### TruReach Deliver Aerialink Advantages

#### Text-enable your Existing Business Phone Numbers

Use your existing toll-free and standard phone numbers so that your customers have the choice to call or text your business.

#### Get the Conversation Going

Conversations provides a comprehensive set of features beyond simple texting. For example, use the Click-To-Text widget to embed buttons on your website pages to make it easy for your visitors to initiate a text conversation with your business. Or use auto-reply rules for initial replies with a customer before you use live agent resources to engage.

#### Real Time, Concurrent Texting

TruReach Deliver Aerialink Conversations is the only SaaS solution today that enables your teams to manage multiple, live conversations with your customers and partners efficiently.



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### Key Features

#### Built for Teams & Multi-Location Businesses

We built Conversations with multiple location businesses and franchises in mind. Administrators and managers can view all agent activity and tailor it to their needs with customizable agent groupings.

#### Transfer Messages

Conversations allows your agents to take new customer inquiries in the queue; transfer them to other agents or groups; and claim ownership of a conversation.

#### SMS and MMS Support

With Aerialink Conversations, you can send and receive SMS text messages globally, and rich media content in the form of MMS messages.

#### Send to Multiple Recipients

Compose a message and with one click you can send to entire distribution list. You can even schedule the send for a future date and time.

#### Click-to-Text

This widget allows you to easily add Call To Action buttons on your web pages to give visitors an easy way to get a text conversation started.

#### User Opt-Out

Setup keywords that mobile end users can text to your number that will automatically opt them out if they no longer wish to converse with your business via text.

#### Automated Features

It's easier to manage your ongoing conversations with a host of automated features designed to increase your team's productivity. The features include auto-forwarding to email or your mobile phone, auto-replies, auto-assign, quick replies, auto-append, and auto-close.

#### Upload Contacts

Upload your contacts so they are registered in the application. When they text to your business, you can address them by name and provide personalized, relevant information.

### Start Your 14-Day Free Trial

You can evaluate our cloud communications solution for free. Your 14-day trial gives you access to the majority of features in Aerialink Platform Portal and Aerialink Conversations. It allows you to send and receive up to 100 free messages on a U.S.-registered toll-free or standard business number and provides you access to our comprehensive knowledge base and exceptional customer support team during the trial period.

Sign up for your free trial today at [www.aerialink.com/register](http://www.aerialink.com/register)

### About iconectiv

Your business and your customers need to access and exchange information simply, seamlessly and securely. iconectiv's extensive experience in information services and its unmatched numbering intelligence helps you do just that. In fact, more than 2B people count on our platforms each day to keep their networks, devices and applications connected. Our cloud-based provide Software as a Service (SaaS) and information as a service solutions span network and operations management, numbering, trusted communications and fraud prevention.