



CollStream

Corporate SMS Solutions



Embrace the power of SMS messaging



The future of SMS messaging is here...

Founded in 2005, Collstream is one of the most successful providers of SMS and MMS solutions in the UK.

Our strong growth is based on our willingness to push the boundaries of what is possible with mobile messaging, and to deliver solutions that continue to delight our growing roster of satisfied clients.

We already work with many large clients including utility, insurance and financial services companies as well as leading retail brands, including Derby County Football Club, Home Retail Group, New Look, Oasis and Screwfix, to name but a few. Now we'd love the opportunity to show you how we can help you meet your objectives. Our unique approach is the key to our success. Our business ethos is simple – **we provide a service that delivers exactly what you need.**

Whatever your requirement, from simple customer alerts and information messages to sophisticated marketing campaigns, we have the expertise and experience to ensure you get the maximum return on your investment.

We provide a complete end-to-end service, enabling us to work with you to create viable, innovative and ultimately successful mobile messaging campaigns.



Mobile messaging campaigns the way you want them...

Our powerful solutions will enable you to conduct highly professional and flexible campaigns. Whether using **SMS, MMS, WAP push, email, voice** or combinations of these, our powerful solutions will enable you to conduct highly professional and flexible campaigns. We offer a variety of ways to send messages and the right one will depend on the volume and complexity of your brief.



Web Solutions Our campaign management suite is amongst the most feature-rich yet easy to use platforms in the market, enabling managers to create, launch and manage powerful integrated messaging campaigns in minutes.

Integrated Solutions If you already have or wish to develop your existing platforms to incorporate messaging functionality, we can provide a variety of API integration guides. Our developers are always on hand should you need assistance.

Bespoke Solutions Our unique approach allows us to provide tailored solutions and services quickly and professionally. In most cases we will build new functionality while still only charging you for the messages that are sent.

A few ideas for using outbound SMS to communicate with your customers...

Collections and Payment Reminders Increase contacts and response speed whilst driving down the cost of your outbound collections activity. The three most common strategies – general collections, pre-arrangement reminders and late payments – can be optimised through SMS solutions.

Cross-Selling and Lead Generation Send special offers and alerts throughout the customer lifecycle. Drive customer revenues by sending targeted personalised messages. Direct customers to your website, your call centre or to reply to your text message directly.

Point of Sale Reinforcement Automatically send a text to prospective customers as soon as they have received a quote from a website.

Subscriber Services Encourage customers to become members or subscribers in order to receive promotional offers and special member benefits by SMS.

Sales Promotions Drive revenues by conducting SMS campaigns covering areas such as new store openings, seasonal sales and special offers for store card holders or current customers.

Stock availability Increase sales and customer retention by providing a service to let customers know when a new range is now in stock or a previously out of stock item is now available.

Customer Retention Increase take up from dormant customers by automatically sending special offers by text during specific points of the customer lifecycle. Our strategic solution will automatically send SMS messages to customers who have previously ordered from you but may not have done so for a sometime.

Internal Systems Add SMS messaging into internal IT monitoring systems to communicate sales performance figures or to contact field staff.

Even more options to you...

Advertising Using SMS as a response mechanism in your advertising media is particularly effective. It is suitable for a wide variety of purposes such as TV or billboard advertising, on-pack promotions and competitions, lead generation and customer information services.

Competitions Standard rate text competitions are an increasingly common way of driving brand awareness and capturing customer data. Working closely with you to provide a complete end-to-end service tailored exactly to your brief we will provide you with everything you need to ensure your promotion is successful.

Mobile Site A powerful tool to drive traffic and realise immediate sales. Customers are able to browse and buy directly from their mobile phone just as they do from traditional websites. They are able to purchase using a debit or credit card with the funds going directly to you. Collstream can either work with you to develop a custom built site for your client or you can use our Mobile shop suite.

Inbound SMS Customers can contact you impulsively and quickly at minimal cost by sending an SMS text message to a short code and keyword which can be routed immediately in many different ways, including text to email, text to web, text to report, text to screen, text to graph, text to action.

Additional solutions offer total flexibility...

We also provide a variety of additional solutions that companies can benefit from. These products can be used as stand alone options or in conjunction with any other SMS/MMS solution.

One2One System This web based service enables multiple users to send immediate individual SMS messages simply by entering a phone number and selecting the required message.

Email 2 SMS Quickly and easily send and receive SMS messages through all email programs such as Outlook, Firefox, Hotmail, Gmail etc. There is no need to download any software applications, you simply need to register with Collstream for the service.

Voice Messaging Conduct personalised high volume voice message broadcasts or 2 way interactive campaigns allowing customers to select options and automatically be connected to your call centre agents. You can even link transfers to our inbound IVR payment system and take payments 24/7 without the need for agents.

IVR Payment System A fully integrated IVR system allowing your customers to make debit and credit card payments 24/7 by telephone.

Mobile Payment System Allows your customers to make real time debit or credit card payments or set up a Direct Debit mandate via their mobile phone.



Uniquely Collstream...

- Bespoke SMS solutions designed to your precise requirements
- Regular review meetings to maintain optimum performance
- Constant development and new products introduced as technology evolves
- A variety of ways to send messages depending on volume and complexity
- A dedicated account manager
- Free 24 hour support
- Access to a wealth of knowledge and experience in communication strategies
- Advanced solutions that can be automated and integrated wherever required
- Full reporting including message delivery and response rates

We'd love to hear from you...

To discuss any requirements or ideas you have, please contact one of our experienced sales representatives who will be happy to help. Alternatively you can arrange an appointment and we will talk you through how we can best help.

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