

**Are you speaking your
customers' language?
Are you reaching them the
way they want to be reached?**



Syniverse Cross-Channel Engagement

Reaching your customers and employees at the right time and place is more important than ever, as innovations in mobile provide new opportunities to reach audiences in hyperpersonalized ways. Engaging mobile campaigns based on real-time data provide the opportunity to achieve relevant, contextual, and targeted communications that build strong, relationship-driven experiences.

Syniverse Cross-Channel Engagement enables you to create, deploy, and manage mobile campaigns across channels in real time. Our cloud-based solution also makes it easy for you to deliver any type of mobile campaign, offering standard templates for quick deployment, or customizing templates for a new campaign type to be distributed by text messaging, multimedia messaging, the mobile Internet, social media, mobile app push notification, and email.

Syniverse's global presence allows organizations to reach nearly every mobile device, platform and network. Our Cross-Channel Engagement solution empowers you to enrich and extend business processes and enhance engagement so customers and employees can always be reached in the mobile moment, anywhere in the world.

Syniverse®

We make mobile work





Benefits

- Realize higher ROI by targeting customers and employees in a meaningful, relevant way.
- Improve business efficiency by delivering multiple campaign types through a single interface.
- Update campaigns in real time to deliver interactive, personalized communications to customers and employees using the ideal channel.
- Differentiate through proven mobile strategies that acknowledge individual preferences and thresholds.
- Enhance operational agility, extend business processes, and improve employee interaction and customer engagement.

Features

Syniverse Cross-Channel Engagement offers more than 200 features along with a suite of customizable applications, including these components:

- Cloud-based solution with flexible, rapid deployment models, API integration and GUI-based tools
- Templates to easily design and deploy campaigns
- Ability to upload customer data and opt-in information (long code, short code and Web data) against multiple data sources, including CSV files, Web interface and API sources.
- Option to utilize extensive Syniverse Professional Services for our mobile expertise and resources to smoothly integrate, manage and deploy mobile campaigns
- Access to our reporting tools and dashboard to monitor campaign effectiveness and export data to proprietary applications.

Capabilities

Products/Services	Details
Text messaging and multimedia messaging	Include links to internal communications, mobile commerce applications, mobile surveys, QR codes, and live customer support services.
Social media	Utilize profile preferences to reach your customers on social media sites, such as Facebook and Twitter.
Push notification	Send appointment reminders, shipping notifications, account updates and other personalized messages through mobile apps.
Mobile Internet	Drive traffic to your site by providing a Web page link to customers in a text message.
Email and email-to-mobile communications	Forward email alerts by text messaging or push notification for faster responses.





Products/Services	Details
Advanced messaging	Take advantage of integration with over-the-top (OTT) messaging service providers and apps.
Rich media	Deliver audio and video to create personal and emotional experiences that drive higher engagement and conversion rates.
Segmentation tools	Flexible and easy-to-use segmentation engine to deliver hyperpersonalized messages to your customers.
Business Intelligence Analytics	Support real-time business decisions using behavioral data and usage patterns.

Related Products

Mobile Identity Service - Validates mobile numbers in real time using network attributes and global data sources to improve message routing, database accuracy, regulatory compliance and fraud prevention.

Enterprise Mobile Messaging - Delivers, collects, and intelligently and securely routes messages between mobile devices and enterprise applications.

Professional Services - Provides strategy consulting, technical integration support, managed services, and the development of campaign strategy and success analytics.

Uses

- Scratch to win - Surprise your customers with a gift or coupon.
- QR Codes - Incorporate point-of-sale, out-of-home, and other information to easily enroll users in mobile campaigns.
- Mobile coupons - Target customers with a call to action to take advantage of mobile offers.
- M2M communication - Automate notifications from M2M-enabled devices – such as out-of-service, service-needed, and measurements-requiring-attention notices – when needed.
- Contests and games - Increase awareness and participation with challenges and rewards.
- Communication alerts - Inform customers and employees of urgent and high-importance notifications and updates.
- Location - Use geolocation and beacon capabilities to determine presence and indoor proximity.
- Surveys - Design and send text-messaging-based polls that collect real-time, actionable feedback.
- Mobile Wallet - Deliver and update location-based offers, loyalty rewards, vouchers, tickets and other brand-ed content.





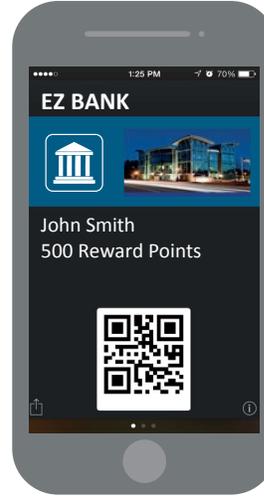
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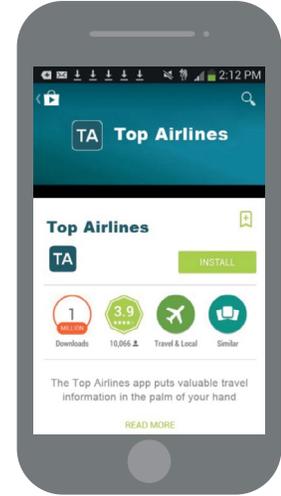
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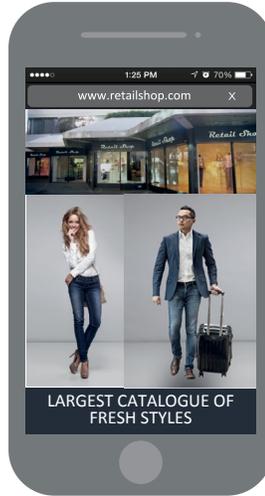
 Mobile Wallet



 App



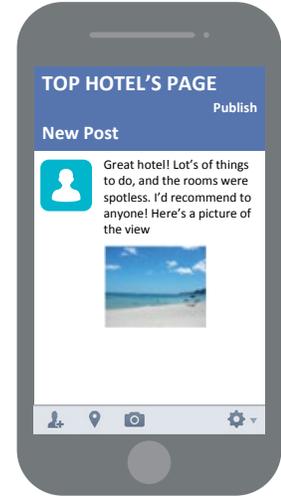
 Coupons



 Web



 Pictures



 Social Media

Get Started Today!

Syniverse is a global mobile solutions specialist that connects more than 1,500 mobile service providers and consumer companies in nearly 200 countries. We specialize in enabling the world's mobile users to connect with each other regardless of device, network or location. Our advanced cloud-based solutions deliver superior user experiences through always-on services and real-time engagement. For more than 25 years, we have been simplifying complexity to deliver the promise of mobility – a simple, interoperable experience, anytime, anywhere.

[Contact us today](#) for more information or visit www.syniverse.com to learn more.

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