

Reach



## Online and in control

Communicating with your customers is a complicated process. Reach makes it easier. Reach is a user-friendly online interface where you can access a range of exciting communication tools.

- **Interested in running an SMS marketing campaign? Reach will help you create one in minutes.**
- **Want to engage your customers with an interactive competition or vote? Use Reach to manage the whole process.**
- **Need new phone numbers for customer service, sales or an ad campaign? Then log on to Reach to set them up instantly.**

## Essential tools

These are the kind of tools that improve the quality and the focus of your customer communication. They make it easier for your customers to communicate with you, too. In your competitive marketplace, they are the kind of tools that are fast becoming essential.

## Direct access

Reach is unique because it gives you direct access to these tools. You'll gain control, reduce your risk and save time so you have more to spend on your customers. And you'll learn more about those customers with Reach's advanced, detailed statistics about your customer response.

Reach is powerful technology but the idea of Reach is simple – the more control you have, and the more you understand, the better you perform.

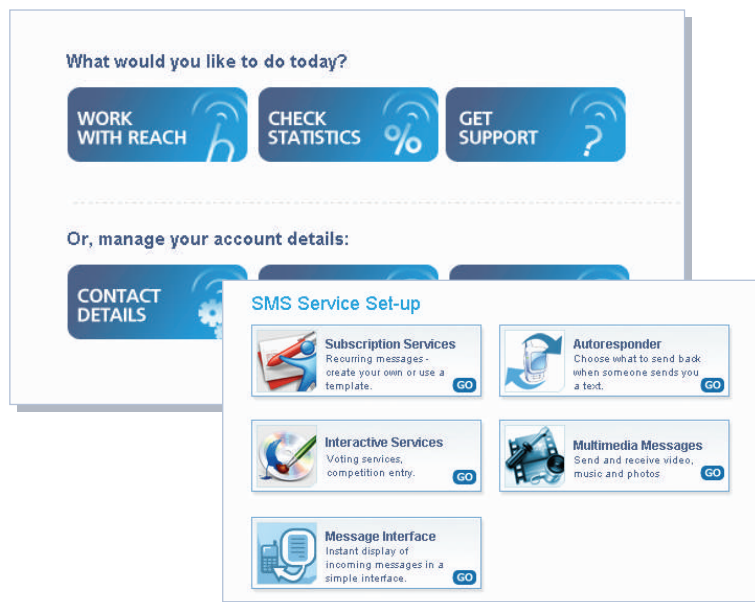


Reach's clean and uncluttered interface makes using complex features effortless

## Simple usability

Reach is incredibly easy to use. That's because the basic services available through Reach are essentially simple. Everyone can send a text, picture or video message from their own phone. Reach makes it just as easy to send the same thing to your entire customer base.

Telephone numbers are generally uncomplicated too so with Reach you can get as many as you need. You can choose any kind of telephone number you like and set it up instantly to receive calls that divert to any existing landline or mobile, worldwide. If you want voicemail on the number it's just a click of a button away.



The screenshot displays a user interface for Reach. At the top, it asks "What would you like to do today?" and offers three main options: "WORK WITH REACH" (with a handset icon), "CHECK STATISTICS" (with a percentage icon), and "GET SUPPORT" (with a question mark icon). Below this, it says "Or, manage your account details:" and lists "CONTACT DETAILS" (with a gear icon). A "SMS Service Set-up" panel is open, showing several service options, each with an icon and a "GO" button:

- Subscription Services**: Recurring messages - create your own or use a template.
- Autoresponder**: Choose what to send back when someone sends you a text.
- Interactive Services**: Voting services, competition entry.
- Multimedia Messages**: Send and receive video, music and photos.
- Message Interface**: Instant display of incoming messages in a simple interface.



## Interactive services

Using in-demand interactive services is no more complicated. Interactive is a great way of engaging your customers and building loyalty. Using Reach, you'll be able to set up an SMS-entry competition or vote using one simple panel. The results are live and displayed in several graphical formats. Features like start and end times and automatic categorization of entries come as standard, making administration easy and accurate.

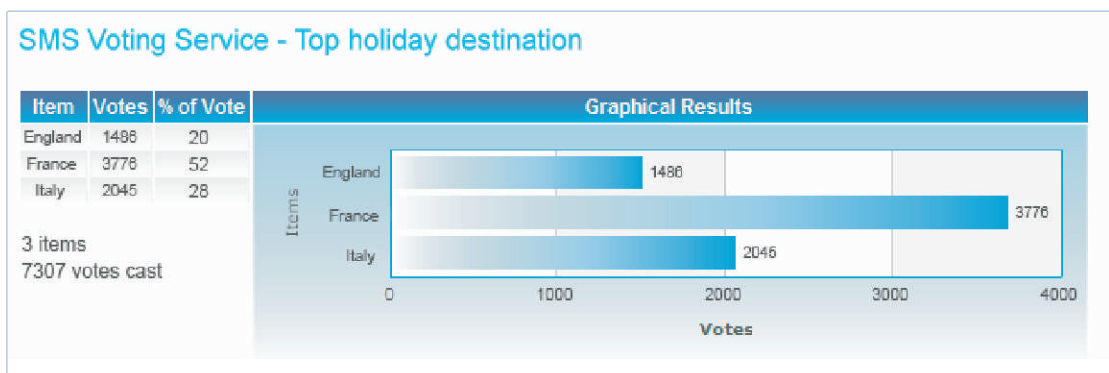
### LIVE SMS

Instant messaging is just as accessible. The popularity of SMS means encouraging your customers to text you will undoubtedly increase contact, crucial for improving and maintaining relationships. The Reach message interface displays incoming text messages from your customers in an online panel as they arrive. Replies are written and sent using the same panel – perfect for live feedback and so simple to use.

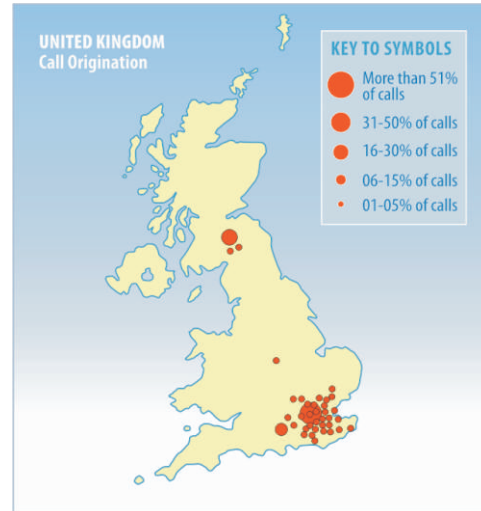
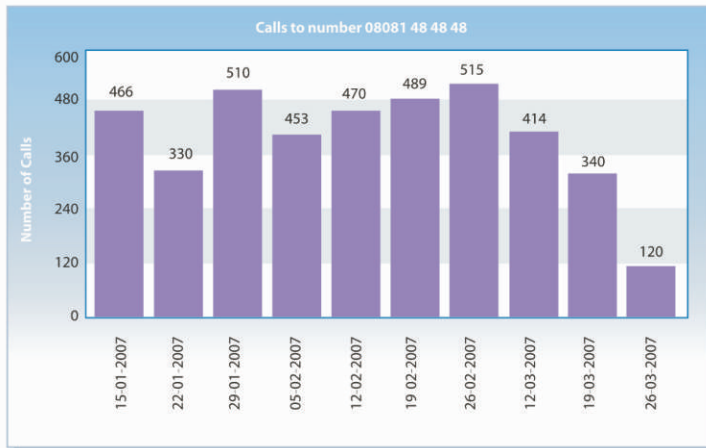


### SOPHISTICATED TOOLS

Naturally, Reach can be even more sophisticated. You can use Reach to set up SMS autoresponders so your clients get automatic replies when they text you. Reach will help you use location-based text services to send tailored marketing material to your customers based on where they actually are. Video-to-web upload means your customers can text you mobile videos to be posted instantly on your website. But Reach's clean and uncluttered interface and incredible usability make using even these complex features effortless.



## Statistical power



Of course, being able to use communication tools is one thing. Making sure they are effective is quite another. This is where Reach is particularly strong - providing detailed information about your customer response.

### CALLS

The Reach statistics package is rich and rounded. Call statistics are available online and up-to-the-second for each individual telephone number and include:

- 📞 **The caller ID**
- 📞 **Geographical location of the caller**
- 📞 **Time of call**
- 📞 **Duration of call**
- 📞 **Cost of, or revenue from, call**

If the location of your callers is important to you, Reach will pinpoint it exactly. If it's the time of day that you receive your calls

that matters, Reach will let you know, broken down into daytime, evening, and weekend. If you're interested in how long your customers spend on the phone, Reach will show you any average you like.

### TEXTS

You'll get volumes and receipt times for all types of inbound texts too. But you'll also get delivery receipts for your outbound texts so you know exactly who has seen your message, vital for accurately measuring response. This kind of comprehensive information about your customer communication will help you:

- 📞 **Respond to changing call patterns**
- 📞 **Plan advertising more efficiently**
- 📞 **Understand your customers more**

And because Reach stores the phone number of everyone who contacts you, however they contact you, future direct marketing will be easy.

Useful information in a clear and simple format

## Precise reporting



**Reach**  
Your Reach Campaigns

Account Home Campaigns

Add, edit, and delete your Reach campaigns here.

Campaigns are used to control and manage your numbers and services, whether for statistical reasons or to keep components of a service together. There are currently 4 campaign(s) in your account.

**ADD A CAMPAIGN**

**Active Campaigns**

Campaign	Start Date	Actions	Keywords	Numbers
<a href="#">Lifestyle Magazines</a>	05/01/2007	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Stats</a> <a href="#">Disable</a>	2	8
<a href="#">Local Advertising</a>	28/12/2006	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Stats</a> <a href="#">Disable</a>	3	15
<a href="#">Mens Magazines</a>	06/02/2007	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Stats</a> <a href="#">Disable</a>	8	60
<a href="#">National Advertiser</a>	11/12/2006	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Stats</a> <a href="#">Disable</a>	0	25

Since Reach provides you with so much useful, detailed data, it is also designed to let you separate out the communication tools that you use for different functions, so you can more easily analyse this data. You will be able to ring-fence the tools you use for, for example, customer service and advertising.

So the five different 0800 numbers you might use for customer service will be assigned to an individual account (called a campaign) within Reach. And the 100 different 0845 numbers, along with the SMS keywords, you might use in your advertising are assigned to another. The costs, revenue, statistics and data for all those numbers and services are kept separate in their individual campaign.

Reports for each individual campaign can be generated hourly, daily, weekly, or over years. Each report is separate and the exact statistics mean your use of Reach can be simply merged into your normal accounting procedures.

You can also assign your own internal account manager to each campaign. Users for your main account can be given different levels of access, with some functions and some capabilities being restricted for some users. Reach will make sure your internal risk is controlled.





## Secure and stable

Reach will limit your external risk too. Reach uses 128 bit SSL encryption so any transactions you make are automatically protected during transmission over the public network. Our infrastructure includes multiple resilient links onto both the UK fixed line circuits and three separate independent gateways connecting to the mobile network operators, to ensure that your messages will get through.

## Total support

In the event of you needing assistance, the Reach support package is impressive. With online and telephone support and a dedicated account manager available whenever you need them, problems will be resolved in the kind of time-frames any busy business needs.

## Complete integration

The Reach Platform can easily be integrated into your company's existing marketing systems. Whatever your needs, Reach can be adapted to suit them.

If you are a media agency or a telecoms consultancy, you can take this one step further. You'll get a white-label version of Reach where you can set individual terms of use for all your clients, allowing you to create solutions that are a perfect fit.

## Reach

Reach is something new. In a world where communicating is becoming easier while being understood is becoming more difficult, Reach will ensure your customers know exactly what you are saying.

