



## Campaign

# Campaign

## Powers Compelling Outbound SMS Campaigns with Interactive Callback

### Buzzeasy Campaign

Campaign represents the fastest, most economical and successful way of proactively engaging customers in a conversation. Campaign powers compelling outbound SMS campaigns with interactive Callback.

With information, updates, offers and reminders delivered directly to their mobile phones, customers can simply reply to your text to request a personalized callback - for now or later - and connect with you effortlessly.

Quick to deploy, easy to use, Campaign works with any Unified Communication or call centre infrastructure - and transforms outbound contact into a non-intrusive and valued customer service, overcoming regulatory compliance in the process.

### Reach more customers more quickly

SMS texts achieve the highest open rates within minutes of being received; but when texts include the offer of a callback, they become all the more powerful. Buzzeasy Campaign delivers an immediate, personalized, automated - and highly convenient service for your customers, while smoothing call volumes to allow for the most efficient and effective staffing.

### Fast track the conversation

For a faster, more personalized service, Campaign plays key customer information to the agent before initiating a customer call. And as Campaign passes the customer's number (CLI) with each call, your existing screen-pop application can identify the customer and present their details seamlessly on screen.

### Multi-national, multi-time zone support

When your organization spans various countries and time zones, you need to be confident that your solutions can do the same. With Campaign you can define different time zones for every campaign and report you run.

### The intelligent customer engagement platform

Using the latest Cloud and Bot technology, Buzzeasy revolutionizes the way that customers engage with your organization. Automating customer engagement in the fastest and most cost-efficient way, Buzzeasy enables customers to move effortlessly from any digital channel to live voice simply at the touch of a button - and without ever having to wait in a queue.



## About Buzzeasy

Buzzeasy is a part of Geomant's flexible and highly secure On-Demand Cloud Services. Expert in Unified Communications, Geomant is an innovative Software Developer and Systems Integrator, specializing in Microsoft and Avaya technologies. Geomant has offices across Europe, USA and Australia, and supports a global reseller network.



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### Reach more customers more

Part of the flexible and scalable Geomant On-Demand Cloud Services, Campaign is delivered with all the reliability, availability and security provided by Microsoft Azure.

Requiring no infrastructure changes or integration activity, Campaign can be deployed and operational within days. And with no upfront costs, Buzzeasy Campaign offers a powerful high-end solution - without the high-end price tag.

### Online administration portal

Campaign's intuitive, online administration portal, makes it easy to configure and manage.

Whether it's to set up role-based user access or manage opening hours and daily time slots to schedule callbacks, you can do it all - and more - from a single location.

### Hybrid solution: the best of all worlds

With no loss of security or control, Buzzeasy's hybrid solution connects directly and securely to your on-premises voice infrastructure via Microsoft Azure, to deliver the scalability, flexibility and cost-efficiency of the Cloud.

