



# 10 WAYS

## Converse Business Text Messaging is More Powerful Than Personal Text Messaging

### 1

#### You don't use your phone.

You wouldn't want to try to text message with all your customers and prospects on a phone, now would you?



### 2

#### You can respond 24 x 7, even while you sleep.

Your audience reaches out 24 x 7. You need the power of auto responses provided by business text messaging.



### 3

#### Have conversations with a lot of people at once.

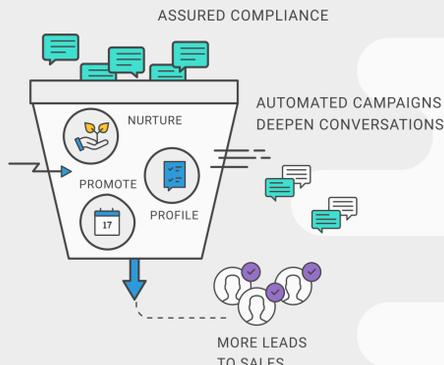
Converse alerts you to new messages, guides you to find messages and helps you handle high volumes of conversations, easily.



### 4

#### Send automated nurture campaigns.

Downloadable Reference Apps make it easy to nurture, promote, profile and continually converse with each audience member.



### 5

#### Send updates without lifting a finger.

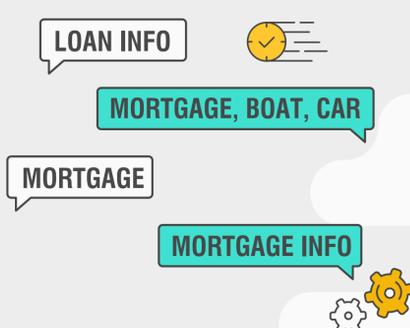
Quickly automate tedious tasks like application processing, service updates, class changes etc., so you can focus on 1:1 interactions.



### 6

#### Use keywords to send more relevant information.

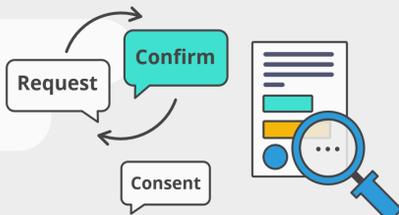
Initial Keyword profiling helps you get relevant quickly. Follow on questions with keywords progressively profile your audience.



### 7

#### Assure you're compliant with all the laws.

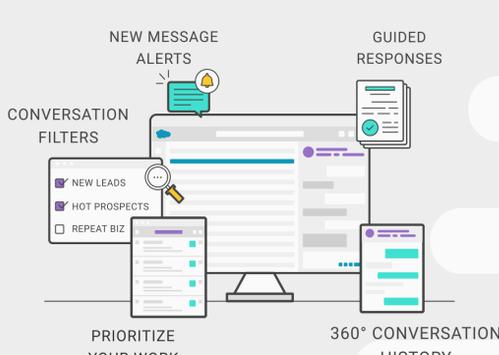
Compliance is complex & penalties can destroy your business. Converse Assured Compliance protects you.



### 8

#### Never miss a conversation, always stay relevant.

Rep Guidance includes new message alerts, worklists, lead priorities & filters and a 360° conversation history.



### 9

#### Guide your reps to send the correct response to questions.

Customizable rapid response templates make it fast and easy for reps to respond with the right information, every time.



### 10

#### Measure performance & results, out of the box.

Converse dashboards are designed to give you the insights you need to measure and manage text messaging delivery and ROI.

