iTouch

SINCE 1995

iTouch is a leading communications expert, in Africa and beyond

A pioneer of value-added services and messaging products since 1995, we provide wholesale solutions to over 400 clients across the banking, corporate and retail industries.

Most of our clients have been with us for over 20 years. We strive to understand your business inside and out so that we can support your business needs by providing value-adds that'll ultimately benefit your bottom-line. What sets our service apart?

Scalable capacity.

Fast throughput.

Bespoke communication platforms.

A customer-centric approach that makes us immediately responsive to your needs.

WHY CHOOSE US?

actually

WE DELIVER YOUR MESSAGE
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www.itouch.co.za

Our founding members are industry leaders. Waheed Adam sits on the global board of the Mobile Ecosystem Forum (MEF). Greg Brophy was the founder and recent chairman of the Wireless Application Service Providers' Association (WASPA). Both were instrumental in creating the Fraud Framework document in messaging, used as a Global Standard.

Our high-performance messaging platforms delivers SMS, Email, Rich-Media Messaging, Active Voice Messaging, USSD Services, etc., **covering over 800 operators in 160 countries.**

We're experts on Africa. We understand the complexity of communication across the continent.

We're trusted and certified by leading banks.

Our **data security** complies with POPI and the GDPR.

We're a **BBBEE Level 2**

OUR CORE
PRODUCTS

Mobile Enterprise
Communication

CPaaS Platforms
Omni-channel
communication platforms

Hyper-personalised
Customer Journey

Mobile Virtual
Network Operator Services

Voucher Management
Services

Digital Banking
Application Overlay

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ENTERPRISE MESSAGING

SMS
One-Time-Pins (OTPs) and transactional messaging securely delivered via our direct connections. We provide several enterprise solutions and integration options.

Email
- Secure
- Personalised
- Custom campaign template
- Scheduling
- Reporting and analysis

Number Context
Mobile number validation solutions, ideal for database cleaning, a direct saving.

USSD
A flexible mobile communication tool to connect directly with your client database across all networks and handsets.

Voice
Create and send communication messages at scale, via an automated calling service.

Short Codes
Provide services and information 24/7.

RICH MEDIA MESSAGING

RMS and EMS

Interactive, password-protected SMS protocol.
Send rich media campaigns to improve customer interaction.
Securely send insurance policy schedules, invoices, statements, and pay-slips
Supports feature and smartphones.

MMS

Add multimedia content to your communications.

RICH COMMUNICATION SERVICES (RCS)

Google verified messaging using an IP protocol will feature your brand, and rich-media message - building consumer trust, reducing fraud, and creating a richer user experience for an improved ROI.

With the continent embracing RCS in 2023 iTouch is amongst the first to bring RCS to you.
Supports Android devices.

THE CUSTOMER JOURNEY

Our SMART communication platforms lets you craft the customer journey to measure touch points along the way for increased sales.

- **SMART data management,** using an enterprise version of a data management platform (DMP).

- **SMART customer profiling**, with precise targeting to deliver a 360-degree view of the client.

- **SMART data culturing** to collate, refine and model data for hyper-personalised communication.

- **SMART reporting** with contextual customer information to measure your current success and accurately forecast future performance. Get metrics that matter.

OMNI CHANNEL MESSAGING PLATFORM

- SMS, Email, Automated Voice Communication, Airtime and Data provisioning (sales and rewards programme) from one cloud-based platform.
- Map out a unified customer profile.
- Segment client database per campaign strategy.
- Upload existing templates.
- Deliver targeted content with cohesive messaging.
- Benefit from higher engagement and customer loyalty.
- Dynamic reporting.

Email Channel: With comprehensive reporting, personalised template creation, storing and scheduling.

SMS Channel: With real-time reporting dashboard, prepared file or message composition tool and scheduling.

AVM Channel: With voice messaging, mobile and landline reach, data collection and reporting.

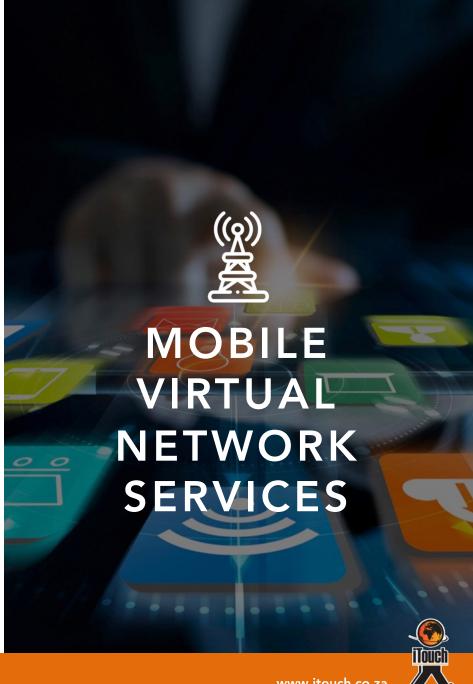**Airtime and Data:** Airtime and Data provisioning

iTouch

Provide your customers with airtime, data, electricity, and/or discount vouchers;

- The iTouch VMS is a software as a Service (SaaS), fully managed platform. It can provide vouchers for multiple service providers including but not limited to MVNO's, MNO's, Banks, Retailers and Enterprises.

- API Integration

- Web-based administrative console for;
  - Creation of vouchers
  - Comprehensive reporting
  - Voucher audits
  - Multiple currencies

- Pinned and pinless vouchers

- Enhanced digital customer experience.

- Earn instant rebates – a new revenue stream for your business

VOUCHER MANAGEMENT SERVICES (VMS)

Having a viable MVNO strategy means that you have a:

- Differentiated proposition targeted at offering better value to your loyal customer-base, made possible by an alternative network relationship - MTN

- Converged proposition, including both telecoms & core brand features.

- Long-term strategic partnership with host network, focused on mutual benefits.

- Enhanced digital customer experience.

- Improved existing distribution & consumer credit relationship.

- Converged benefits across the commercial, operational and customer relationship.

MOBILE VIRTUAL NETWORK SERVICES

Our Digital Banking Suite seamlessly integrates into your core banking offering. It gives you an aggregated financial overview using AI, budgeting tools and goals management.

Dashboard
360-degree overview of a user's personal finances.

Income & Spending Analysis
Organises historical transactions into interactive visualisations.

Budgeting
Creates monthly budgets for users' spending categories and updates these in a bar chart.

Transaction Details
Users can view, filter, rename, split and add tags to their transactions.

Peer Comparison
Users can anonymously compare their financial behaviour with peers.

Cashflow Analysis
Provides a visual analysis of cash flow over time.

DIGITAL BANKING

TESTIMONIALS:

"Our group has been using iTouch since 2021 and until today we can only recall competent service and advice throughout our relationship. iTouch have always conducted themselves professionally and when needed have gone the extra mile. Pricing has always been competitive, and billing always correct and on time. Over the years we have developed a close working relationship with mutual understanding of requirements from both a supplier and customer perspective. Long may this rare association last!!"

-National Retailer

"It is always a pleasure working with the iTouch service team, as they always provide best advice and solutions (USSD and SMS services) that work well for our company and its entities. The team is very efficient and effective, and I appreciate their willingness of going an extra mile when needed."

-National Insurance Company

"iTouch have been a trusted service provider for our group for many years. Their partnership mentality ensures that they are always proactive in terms of communication while dealing with operational issues swiftly and efficiently. They really do 'listen to the client' and provide us with a great service at a great price."

-International Banking Client

ORGANISATIONS WE BELONG TO

iTouch

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