

# mni-channel

iTouch's Omni-channel Messaging Platform



The iTouch Omni-channel Platform is a solution  
for all your business communication needs,  
**CONVENIENTLY IN ONE PLACE.**



# THE FUTURE IS OMNI-CHANNEL COMMUNICATIONS

In today's fast paced world, consumers are inundated with information at every turn. An Omni-channel marketing approach maps out the unified customer profile. This in turn helps brands and businesses create cohesive messaging through the delivery of targeted, engaging content from an integrated, technology-based platform. Higher engagement and consumer loyalty are just some of the benefits of Omni-channel marketing.

One Platform - Multiple Communication Channel  
(SMS, Email, Active Voice Message, Social Media)

One Database - Create Different Groups

Dynamic Reporting - In an easy-to-view Dashboard

## SIMPLIFIED COMMUNICATION WITHIN ONE PLATFORM

The Omni-channel concept is the new normal, where you can compose and send SMS, Email and Automated Voice Communication with the use of one convenient platform. Upload your client database and then segment them to suit your different campaigns. Upload your existing email templates for easy creation of email campaigns. Then simply create your desired campaign or message and schedule the send at a time that suits you. As simple as that! You can now observe your campaign's success with our dynamic reporting feature. Use this as a way of refining your campaigns as they go live. With our cloud solution, you can run and manage your campaigns anywhere in the world.

## IMPORTANCE OF GOOD BUSINESS COMMUNICATION

We understand the importance of effective and secure business communication and the contribution that it provides towards the success of your business. The iTouch Omni-channel Platform has been developed to satisfy the needs of the two primary forms of communication, 1-way and 2-way communication. We strive to provide your business with the support and opportunity to be innovative and reach your client database and potential customers via a convenient and an ever-expanding touch point.

'Companies with strong Omni-channel strategies retain an average of 89% of their customers and see an average 9.5% year-on-year increase in annual revenue.'

Aberdeen Group study.

## SMS

- Comprehensive real-time reporting dashboard
- Select to build your SMS campaigns with the use of a prepared file upload OR message composition tool
- Full scheduling facilities helping business keep in-line with marketing communication regulations
- Recipient contact duplication removal capability

## EMAIL

- Comprehensive reporting
- Bounce analysis, click-through, delivery, and unsubscribe report indicators
- Create and send generic or personalized communication
- Email campaign template creation or uploading, and storing
- Email campaign scheduling

## AVM

- Create and broadcast personalised voice messaging
- Reach mobile and landline
- Data collection after every campaign to provide you with comprehensive AVM reporting
- Generic or per campaign dialing number linked to call centers or reception desks
- Per second billing on recordings

## CONTACTS

Upload your entire database and conveniently segment into different groups to suit your communication needs.

### Skinnable

We offer you the opportunity to personalise the platform for your business; your company logo, colours, fonts, and any other relevant company brand components.

### Social Media

Reach out to your customers via their social media preferences giving them the ultimate choice of communication style. Social media platforms will soon be an added feature.

### Support and Training

We are also dedicated to providing you with business level support and training, Monday to Friday 9am – 5pm.

Contact us Now:

[helpdesk@itouch.co.za](mailto:helpdesk@itouch.co.za)

or

+2721 418 3939



**R 1 283 340**

**(AN INCREASE OF +8,4%)**

**SPENT ON INVESTMENT DURING THE PAST YEAR**

**R865,651**

**(an increase of +31,9%)**

**Direct investment on training staff**



Online Education



Presentation Skills



Web Publishing



Diploma in Telecoms Business



Product Training:

- Marketing
- PR
- Social Media



Bursaries:

- Computer Science Degree

**R305,572**

**(an decrease of -25%)**

**Supplier and Enterprise Development**



Social Media Marketing



Public Relations



Software Development



Entrepreneurship skills



Mentorship Training



Internship Programme

**R112,117**

**(an decrease of -4,7%)**

**Corporate Social Investment**



Skills Training



Computer Supplies



Inspirational Events



Volunteering



Project Playground (NPO)



Professional Coach



Sweden Gothia Cup (Annually)

**We Embrace the Principles of SDG & GCF**