

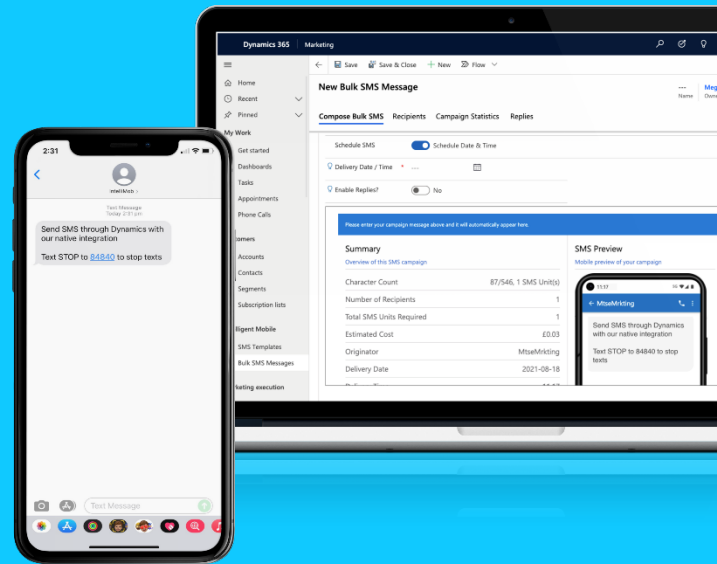
# Dynamics SMS Integration – Intelligent Mobile

A best-in-class SMS solution for Dynamics.

Dynamics SMS Integration - Intelligent Mobile™ has been developed specifically to meet the needs of larger organisations and enterprises.

Brought to you by Cloud9 Insight and Intelligent Mobile, this new Microsoft Dynamics 365 SMS integration offers a more intuitive, seamless and robust way to send, receive and track SMS messages at scale.

The integration builds on Intelligent Mobile's 16 years of experience providing bespoke SMS services and solutions for leading companies in the Property, Construction, Hospitality and Leisure sectors, presenting a complete solution.



## What We Offer



### A Native Microsoft Dynamics 365 Experience

- ✓ Send bulk or individual SMS within the Microsoft Dynamics 365 CRM.
- ✓ Receive replies and manage communications with buyers using Microsoft Dynamics 365 infrastructure.
- ✓ A native Dynamics tool, not a widget.



### Robust and Reliable Solution

- ✓ Built using the latest Microsoft technology (Power Apps).
- ✓ Designed to send high volumes of messages at speed.
- ✓ Fully supported with a dedicated Account Manager and premium SLA.



### Customisable SMS Integration

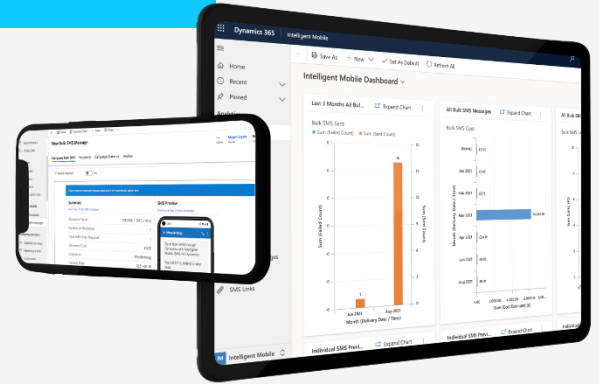
- ✓ Tailored for the Property, Construction, Hospitality & Leisure sectors.
- ✓ Multiple users, regions and permission levels available.
- ✓ Advanced reporting that supports billing by Division/Region.
- ✓ Integrates seamlessly with Microsoft Dynamics 365.

# Dynamics SMS Integration – Intelligent Mobile

A best-in-class SMS solution for larger organisations and enterprises.

## Key Use Cases

Send SMS messages directly from within Microsoft Dynamics 365, keeping this communication in the system, and delivering a holistic overview of all sales and marketing activities.



### Marketing

- ✓ Send branded SMS messages and set up multiple names for different arms of your business.
- ✓ Tell buyers about new offers.
- ✓ Track text deliveries, open rates and interactions, such as clicks, in real time.
- ✓ Target the most interested individuals, based on engagement levels with your messages.



### Sales

- ✓ Allow buyers to arrange viewings by clicking from text messages to online booking forms.
- ✓ Automatically remind buyers of upcoming appointments and allow them to confirm or rearrange.
- ✓ Alert buyers to new offers on products and services they are interested in.



### Customer Service

- ✓ Check in with clients throughout the sales process.
- ✓ Follow up with buyers after completion.
- ✓ Arrange to make any fixes necessary on issues arising post sale.

*By using native Microsoft Dynamics 365 functionality, Dynamics SMS Integration - Intelligent Mobile™ empowers organisation to keep all sales and marketing data in one platform, use standard workflow automations and extend Dynamics capabilities to the Power Platform. This innovative application unlocks the full benefits of a holistic CRM solution and reaping next-generation client communication capabilities.*

# Dynamics SMS Integration – Intelligent Mobile

A best-in-class SMS solution for the UK Property, Construction, Hospitality & Leisure sectors.



## Add SMS to Your Customer Journeys

Use the Intelligent Mobile for Microsoft Dynamics 365 integration to send SMS messages to the right customer at the right time, increasing your open and click-through rates.



## Grow With A Scalable Solution

Our customisable solution can scale and grow as your business does, while being adapted to suit business needs (such as regional billing or different permission levels).



## Make Informed Decisions

Check in with clients throughout the design and building process. Follow up with buyers after completion. Arrange to make any fixes necessary on issues arising in new-builds post-purchase.

**98%**

*of texts in the UK are read (compared with just 20% of emails)\**

**90%**

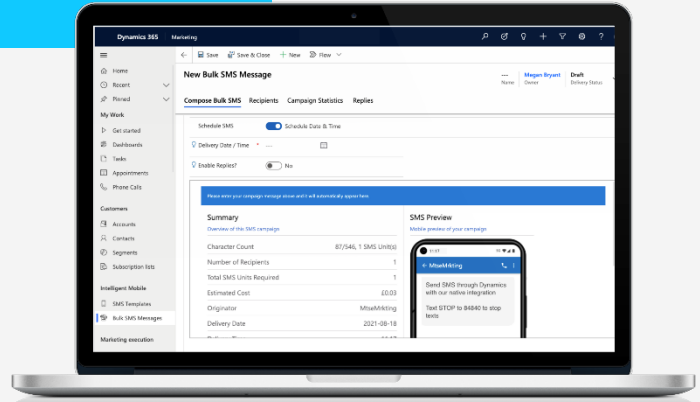
*of texts are opened within three minutes\**

\* Source: Gartner

# Dynamics SMS Integration – Intelligent Mobile

A best-in-class SMS solution for larger organisations and enterprises.

## Why Us?



### Complete solution

Dynamics SMS Integration - Intelligent Mobile™ is a 'one stop' solution that fits seamlessly into Microsoft Dynamics 365. It is easy to use and is connected to the networks and backed by an industry leading SLA.

### Easy set up

The solution can be installed in less than a day.

### Comprehensive support

Your set up includes UK-based support throughout. Full documentation and training will be provided with an SLA tailored for your organisational requirements.

### Competitive pricing & price match

Enterprise Level Support costs from £499 per month with a one-off activation fee of £1,250.

Pay-as-you-go SMS starts from £0.032 per unit with discounts for high volumes & price match. Dedicated UK Short Codes from £999 per month.

### Security

Offering advanced preference settings and managed "opt outs" for security and UK/EU GDPR compliance.

### Fully native

Unlike many SMS services, Dynamics SMS Integration - Intelligent Mobile™ is built for exclusively for Microsoft Dynamics 365, giving you a fully native architecture that is more intuitive, seamless and robust than widget or plug in options.

### Omnichannel

The solution branches out to Microsoft Dynamics 365 for Marketing, meaning you can include SMS in multi-channel marketing automation campaigns in Microsoft Dynamics 365 and include SMS in your customer journey templates and your customised reporting.



## Comprehensive support

Your monthly fee covers:



App Integration



Break-fix support for the SMS integration



New features when they become available



Management of updates and version roll-outs (up to two per year)



Expert assistance with DSARs and UK/EU GDPR compliance



Integration with Microsoft Dynamics 365 for Marketing to enable full omnichannel marketing

# Dynamics SMS Integration – Intelligent Mobile

A best-in-class SMS solution for larger organisations and enterprises.



## Feature List

### Microsoft Dynamics 365:

- ✓ **Cutting-Edge UI** with powerful and easy to use Message Preview and Cost features that will make your SMS campaigns more effective
- ✓ **Native Integration** within Microsoft Dynamics 365
- ✓ Bulk & Individual SMS (across Sales, Customer Service & Marketing)
- ✓ **Two-Way SMS**
- ✓ **Personalised SMS**
- ✓ **Ability to Manage Multiple Originators** – so you can send SMS from different brand names using the same Short Code
- ✓ **Advanced Reporting & Insights** – offering regional and divisional billing
- ✓ **Advanced GDPR Opt-Out Management Controls**– enabling important service messages to be delivered, even if customer has opted out of Sales & Marketing messages

- ✓ **Trackable & Branded Short Links**
- ✓ **Templates, Unlimited Users and Records**
- ✓ **Optimum Customer Experience** - option for inbound SMS messages and opt-outs to be free for customers

### Additional Microsoft Dynamics 365 for Marketing Features:

- ✓ **Send Bulk SMS to Marketing Segments** with Microsoft Dynamics 365 for Marketing
- ✓ **Custom Tile** to add SMS to Marketing Journeys
- ✓ **Advanced SMS Engagement Statistics within Marketing** to provide insight into the highest performing campaigns

### Other Services:

- ✓ Training and Consultancy
- ✓ Dedicated Account Manager
- ✓ UK Support Team for Microsoft Dynamics 365, SMS & GDPR compliance
- ✓ Tailored Microsoft Dynamics 365 and SMS Development
- ✓ Bespoke Service Level Agreements (SLAs) with 24/7 Support option