

SOLUTIONSiNC



smart
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**REINVENTING ENTERPRISE COMMUNICATION
VOICE SERVICES**

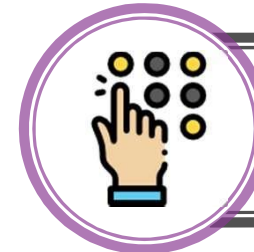


WHY SMARTPING



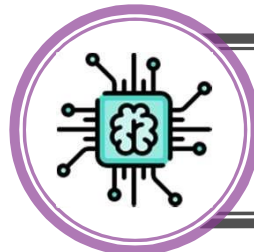
ONE-STOP-SHOP

for integrated communication requirement. Enabling enterprises through our unique & effective communication solutions in supporting their business requirements.



OMNI-CHANNEL SOLUTION

Our client companies can reach out to their customers through multiple modes - be it SMS, Voice, web chat, or digital.



AI, MACHINE LEARNING & BIG DATA

Our smart solutions are built around AI, Machine Learning and Big Data - ensuring that business's gain an extra edge in the current competitive business landscape.



EASE OF OPERATION

Our User interface is simple and user-friendly, offers an unmatched user experience to our clients.



OPERATOR LICENSE

We have direct connectivity with other operators, our own SMSC. Resulting in reliability of services & Quick turn around.



CUSTOMER SUPPORT

We constantly support our customers and guide them through every step of their campaign to ensures its success.



UNIQUE PLATFORM

Pioneers in the business of communication - we have a robust platform with unique security features, and high performance.



INTEGRATION

Client's existing system can be easily incorporated with our cutting-edge, proprietary integration technology - seamlessly combining multiple APIs.

OUR SERVICES



SMS MARKETING SOLUTIONS

Our SMS services come with the highest performance level - best in its class features, multiple API integration, enterprise-grade security, unmatched delivery speed and connectivity.



TAMPER PROOF SMS

Deliver SMS in a much more secured way, using Block Chain Technology thus preventing misuse / hacking of database by any intermediary / vendor / SMS aggregator. Bank / Enterprise doesn't need to change their existing setup and vendor



VOICE SOLUTION

Our instant voice solutions are an effective medium of establishing/broadcasting voice message through inbound/outbound communication with consumers.



CHATBOTS / VOICEBOTS

Automate your business communication channel with BOTs which reduce cost & increase efficiency. Our BOTs have best in class automation and are powered through the engine of machine learning, Artificial intelligence & Neural networks.



DIGITAL MARKETING

We help businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.



GEO-FENCING

Hyper-local marketing redefined - our algorithm defines a virtual boundary around a real-world geo-area to target localized digital audience with your brand.



LEAD MANAGEMENT SYSTEM

Lead management is a tricky business . You can get a beautiful looking result, but if it doesn't work, it's useless, like a Porsche with a faulty engine



VIRTUAL MEETING SOLUTIONS-LogMeIn

Our Collaboration Suite - Combining screen sharing, video, and cloud-based telephony tools to simplify the way people interact (**GoTo Meeting / GoTo Webinar / GoTo Training**)

WHO WE ARE



Direct SMS
Operator



SMS Sent Monthly
– **5 Billion**



Total **SMS Market**
Share : 15 -16% out of
Total Volume **38 Billion**



Customers Connected
Pan India : **5000+**

SMARTPING CLOUD TELEPHONY SERVICES

Target Segments



- ▶ BFSI
- ▶ Manufacturing
- ▶ Media & Entertainment
- ▶ Retail
- ▶ Travel & Hospitality
- ▶ Realty
- ▶ Consumer Durables

Segment Needs



- ▶ Enable cost-effective lead management
- ▶ Instant access to customers for sales as well as service
- ▶ Track effectiveness of all marketing channels
- ▶ Improve ROI around marketing campaigns
- ▶ Position itself as a customer-friendly organization

Key Features



Smartping Click2Call : Click2 Call connect with interested prospects leading to significantly higher sales closures, Call-back requests accepted through Web, SMS, QR code or Missed Call
Smartping Smart Call Through: Intelligent routing of incoming calls to relevant experts using a virtual number interface, Serial/parallel routing and IVR
Smartping Voice Broadcasts or Bulk OBD - Enables automatic personalized mass notifications through telephone calls and/or SMS, option of Recorded messages, Text-to -Speech Converter, IVR and database integration entified accounts Flavour of the fortnight/month campaign. Target Audience: Business Communication

Product Management



These solutions are must required solution for all kind of enter prises
 Since solution is cloud base , Zero Capex require to deploy the solution
 Scalable solution which fit for all kind / size of customer

Segment



Email campaign, Tele-calling Target Audience: Business and IT teams Communication: New product launches, new feature addition to existing products
 Focused approach in identified accounts Flavour of the fortnight/month campaign. Target Audience: Business Communication: New product showcase with use cases/ company specific application and ROI Calculation

Use Case



Customer Name: Multiple Enterprise
Vertical : Services & support
Solution: Smart Call Through solution with intelligent call routing capabilities for registered Customers of enterprise Features offered: Sequential & Parallel Calling
 Call Recording, Customized Reporting, Database integration, SMS/Email alerts product

SMARTPING HOSTED & ON PREMISE CONTACT CENTER SOLUTION

Target Segments



- ▶ IT
- ▶ BFSI
- ▶ Consumer Durables
- ▶ FMCG
- ▶ Manufacturing
- ▶ Travel & Hospitality

Segment Needs



- ▶ Capex free solution
- ▶ Optimize existing contact center assets
- ▶ Reduce IT administrative efforts for contact center
- ▶ Utilize Contact Center manpower efficiently
- ▶ Reduce upgrade costs for Contact Center software & hardware
- ▶ Easy scalability



Key Features & Benefit

Pay Per Use model for inbound and outbound Contact Centre
 Integration with third party components
 All Contact Center Capability Built-in with all Diallers
 Single ownership – saves the hassle of dealing with multiple vendors
 Centralized resource management for multisite Contact Centers
 Option – Cloud , On Premise , WebTRC



Product Management

Organisations with near obsolete hardware/software
 Organisation with customer support centres / employee helpdesks in each vertical
 Customers with remote agents



Segment

Email campaign, Tele-calling Target Audience: Business and IT teams Communication: New product launches, new feature addition to existing products
 Focused approach in identified accounts Flavour of the fortnight/month campaign. Target Audience: Business Communication: New product showcase with use cases/ company specific application and ROI Calculation



Use Case

Customer Name: Multiple Enterprise
Vertical: All Verticals
Solution: Cloud contact center solution with 100 remote Agent for receiving incoming calls & Dialling out , call routing to destination number based on IVR option selection
 Features offered: Toll Free as common access, IVR Integration on Smartping Platform, time- based routing, hunting number facility and routing to Voicemail

SMARTPING AUDIO CONFERENCE SERVICES

Target Segments



- ▶ IT
- ▶ BFSI
- ▶ Consumer Durables
- ▶ FMCG
- ▶ Manufacturing
- ▶ Travel & Hospitality

Segment Needs



- ▶ Pay per use service
- ▶ Quick service activation
- ▶ Ability to handle large calls
- ▶ Ease of use
- ▶ Anytime, Anywhere use
- ▶ Competitive pricing
- ▶ Good user experience

Key Features & Benefit



Email campaign, Tele-calling Target Audience
 Anytime, anywhere meeting
 Large dial-out call (ideal for employee engagement activities)
 Improve business efficiency, productivity & response-time
 Smart Meet – Enables meeting management from handheld devices (Smart phones, iPhones, iPads, Android tablets)
 Call Manager – Puts the user in control in just a few clicks
 Toll free & Local Number for Dial in services use

Product Management



Ideal Solution who do regular conference call
 Enterprise call start the concall using multiple option
 No Need to Setup server / Trunk and bulky servers at your office

Segment



Email campaign, Tele-calling Target Audience: Business and IT teams
 Communication: New product launches, new feature addition to existing products
 Focused approach in identified accounts
 Flavour of the fortnight/month campaign. Target Audience: Business
 Communication: New product showcase with use cases/ company specific application and ROI Calculation

Use Case



Customer Name: Multiple Enterprise
Vertical: All Verticals
Solution: Cloud Based Audio conference solution with Capacity to manage 40,000 participant
 Feature like – Reserved / reservation less conference
 Live status of conference call , Recording , Reporting , scheduling , Operator assistance calls, Q&A options

SMARTPING DOMESTIC TOLL FREE NUMBER

Target Segments



- ▶ BFSI
- ▶ Manufacturing
- ▶ IT / ITES
- ▶ Pharma & Health Care
- ▶ FMCG & Consumer Durables
- ▶ Travel & Hospitality

Segment Needs



- ▶ Single contact number for the Enterprise across the country
- ▶ Be more accessible for customers at zero or minimal cost to them
- ▶ Build a unique number identifier for the brand – Ease in Marketing & Service messaging
- ▶ Intelligent routing
- ▶ Competitive Pricing



Key Features

Single number across India with single point activation
 Two flavours: 1-800 (completely toll free) and 1-860 (local call charges)
 Intelligent call routing options based on origin, time and load
 Self-care portal empowering the Enterprise to ensure uninterrupted services
 Largest inventory of Vanity Numbers and Flexi-digit Numbers



Product Management

Each product, service or process in the Enterprise can have an Individual Toll-Free number (e.g., products of a FMCG Co., loans/cards/processes in a BFSI Co., Employee Helpdesk, Contractor/Vendor Helpdesk, etc.
 Board Numbers in each office can be Toll Free Numbers



Segment

Email campaign, Tele-calling Target Audience: Business and IT teams Communication: New product launches, new feature addition to existing products
 Customer Loyalty Programs
 Participation in Forums, Events, Seminars & Expos



Use Case

Customer Name: Dish TV
Vertical: M&S
Solution: 1800 TFN service mapped to call centre to handle multiple services
 Features offered -Origin based call routing & load sharing
 Calls from West & North directed to Mumbai
 Calls from South & East directed to Hyderabad

SMARTPING INTERNATIONAL TOLL FREE NUMBER

Target Segments



- ▶ BFSI
- ▶ Manufacturing
- ▶ IT / ITES
- ▶ Pharmaceuticals
- ▶ BPO/KPO
- ▶ Consumer Durables
- ▶ Travel & Hospitality
- ▶ Realty

Segment Needs



- ▶ Enable easy access for employees / customers / vendors outside India to call offices / call centers in India for communication or support
- ▶ Support global customers, stakeholders and marketing campaigns centrally from India
- ▶ Position itself as a global, customer friendly organisation



Key Features

Reach in 105 countries
 Intelligent call routing options based on time, Percentage allocation, Redirect settings, etc.
 Self-care portal empowering the Enterprise to ensure uninterrupted services
 Single bill



Product Management

Enterprises with offices outside India and those planning to expand outside India
 Enterprise planning to market products/services outside India
 Sales teams handling international markets



Segment

Email campaign, Tele-calling Target Audience
 Business and IT teams Communication: New product launches, new feature addition to existing products
 Focused approach in identified accounts Flavour of the fortnight/month campaign. Target Audience: Business
 Communication: New product showcase with use cases/company specific application and ROI Calculation.



Use Case

Customer Name: Multiple IT & Telecom and M&S customer
Vertical: Realty Solution: ITFS no. hosted out of UAE with the service mapped to Contact Center in Mumbai handling sales enquires received for TATA properties being promoted in India
Feature offered: Load sharing to Pune contact center

SMARTPING INTERNATIONAL VOICE SERVICES

Target Segments



- ▶ IT
- ▶ ITES including BPO/KPO
- ▶ VAS Operators

Segment Needs



- ▶ Enable easy access for employees / customers / vendors outside India to call offices / call centers in India for communication or support
- ▶ Support global customers, stakeholders and marketing campaigns centrally from India
- ▶ Position itself as a global, customer friendly organisation



Key Features

Outbound calling to more than 230 countries
 Inbound through Toll free / DID services from more than 105 countries
 Intelligent Routing capabilities including percentage load balance feature, time based routing, IVR for announcement and basic routing
 Transparent CLI delivery



Product Management

Enterprise having worldwide office or customer base
 Enterprise having huge ISD billing
 Looking for Good Quality voice solution



Segment

Email campaign, Telecalling Target Audience: Business Communication: New product launches, new feature addition to existing products
 Focused approach in identified accounts Flavour of the fortnight/month campaign. Target Audience: Business Communication: New product showcase with use cases/ company specific application and ROI Calculation.



Use Case

Customer Name: Travel Company
Vertical: Travel
Solution: Inbound call Centre catering to customers based out of UK and US for their Tour and Travel requirements Feature offered: Cloud Base international calling solution from Delhi to multiple locations outside India at attractive pricing

SMARTPING REVERSE TOLL FREE SERVICES

Target Segments



- ▶ IT
- ▶ BFSI
- ▶ Consumer Durables
- ▶ FMCG
- ▶ Manufacturing
- ▶ Travel & Hospitality

Segment Needs



- ▶ Pay per use service
- ▶ Quick service activation
- ▶ Ability to handle large calls
- ▶ Ease of use
- ▶ Anytime, Anywhere use
- ▶ Competitive pricing
- ▶ Good user experience



Key Features & Benefit

A Toll Free or DID Number can be created as customer facing number to reach Bridge number out side India
 The 1800 number shall be mapped to an International PRI where the calls have to be routed
 The calls are then routed to desired international location based on the routing logic defined in solution
 The invoice is generated on the 1800 number along with ISD calling charges
 Reporting and recording available on main web based login
 Monitoring and configuration available



Product Management

Ideal Solution for Large IT companies having customer out side India to support post India office time
 No Laptop and Internet required to login the bridge
 Employee need not to worry of ISD and India call charges
 Complete OPEX Model & available on Pay per Use model



Segment

International IT support Team : Business and IT teams Communication:
 Global Customer having their India Support desk
 India Support team working from home



Use Case

Customer Name: Multiple Enterprise
Vertical: Large IT Company
Solution: Reverse Toll Free services to facilitate their Employees with India toll free number to reach global bridge . Enterprise Employee can login global conference bridge to attend customer sales calls / customer support

SMARTPING TRUECALLER BUSINESS SOLUTION

Target Segments



- ▶ BFSI
- ▶ Manufacturing
- ▶ Media & Entertainment
- ▶ Retail
- ▶ Travel & Hospitality
- ▶ Realty
- ▶ Consumer Durables

Segment Needs



- Easy to Activate
- Quick Setup
- Easy plan to activate
- Host of Features
- Multiple Plan to Choose
- Easy to manage
- Easy to add / delete
- Self Care Portal
- Good User Experience



Key Features & Benefit

Verified Business Program using True Caller Business solution
 White List / Safe Guard your Board Number on getting tagged as SPAM
 Send your Logo , TAG you company name while calling to your customer
 Add Call Reason to your Business Calls
 Get a Fair shot even when marked as SPAM



Product Management

Product is unique services offering from True Caller for Business
 The services offering from True Caller is cusmtomisable for Enterprise
 Services like VMN , DID Numbers , Board Numbers can be used on true caller services



Segment

Tele-calling Companies, Business and IT teams Communication, Large Enterprises , Govt sectors, hospitality industry
 Any Industry who run campaign using VMN / DID for dial out to their end customers
 Organisation Having Old number as their customer facing number or office board number



Use Case

Customer Name: Multiple Enterprise
Vertical: All Verticals
Solution: True Caller Business services to safe guard their communication number to get SAPM tag
 Feature like – Green Tag , Logo display , Business Purpose tagging as call reason
 To Help your customers differentiate Genuine Calls from Scams

SMARTPING UIFN SERVICES

Target Segments



- ▶ IT
- ▶ BFSI
- ▶ Consumer Durables
- ▶ FMCG
- ▶ Manufacturing
- ▶ Travel & Hospitality

Segment Needs



- Single Number Globally
- Easy to Manage
- Easy to start services
- Host of features
- Choice of Countries
- Free Global Number
- Single Termination
- Self Care Portal
- Good User Experience

Key Features & Benefit



UIFN is worldwide Toll Free Number “800 Number “
 A UIFN is composed of an 8 Digit Global Subscriber Numbers (GSN) , resulting in an 11 Digit fixed formate
 Inbound call are free for the caller & Receivers pays the charges
 Flexibility to terminate the call at a location within or outside India
 UIFN is not accessible in India
 Enterprise can serve / manage Global Customers centrally form India
 Enterprise can generate productive Response for various marketing Initiatives taken

Product Management



Ideal Solution for Enterprise having Global offices / Customers
 Enterprise want to facilitate their end customer to reach them without any charges
 Enterprise looking for single numbers as their customer help desk number

Segment



International IT support Team : Business and IT teams Communication:
 Global Customer having their India Support desk
 India enterprise with large calling
 Enterprises like insurance companies, TPA companies , IT Companies and large enterprise

Use Case



Customer Name: Multiple Enterprise
Vertical: All Verticals
Solution: UIFN as single global number for 30+ Locations
 Feature like – Single Numbers globally , Easy configuration , Dash Board to check live calls , reporting and MIS for tracking , Call re routing , PIN management

REINVENTING ENTERPRISE COMMUNICATION

We provide **Innovative & intelligent communication solutions** to boost your business.

A specialized Enterprise Communications service provider - we offer smart communication solutions backed by innovative and intelligent technical platforms for SME's, MNC's, large Enterprises & Government entities.

Few of **our clients:**





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THANK YOU