

boomerang



boomerang

boom
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Product Information

Version 2.0



The perfect all-round tool for business communications

Manage your mobile campaigns from a versatile messaging application. boomCast provides access to a range of messaging solutions that help to drive your business communications.



boomCast is a truly innovative messaging platform offering you the next generation of 2-way messaging.

Communicating with your target audience is simple and effective with boomCast. Its intuitive interface makes it quick and easy to build bulk broadcasts across a range of communication channels, helping to reduce the administrative burden, increase operational capacity and drive productivity.

boomCast combines a range of unique messaging features, including Boomerang's patented 'Intelligent' 2-way messaging technology, which delivers a fully interactive messaging experience, proven to extend stakeholder engagement and make substantial improvements to the efficiency of business communications.



With a range of flexible sender IDs, catering for branded and reply based messages, boomCast caters for a wide-range of uses: from sales promotions through to customer support and with access to a live dashboard and real-time transactional reporting, users gain immediate insight into the status of each and every broadcast.

Typical use cases

Marketing & promotions

- Advertise product discounts, issue redeemable vouchers and time-limited offers claimed via response

Transactional messaging

- Issue order confirmations and collection reminders, 2-Factor authentication, alerts and notifications

Real-time support using 'Chat'

- Create and update conversation threads with customers regarding support requests

Inbound engagement

- Receive a range of enquiries from customers over SMS - opening times, location, support requests, booking requests, reporting events

Scheduled reminders

- For appointments & meetings, service expiration, renewals (subscriptions, policies etc.), payments

 Find out more on boomcast.co.uk

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Key capabilities

-  1-way and 2-way broadcast messaging
-  Replies automatically matched to the originating campaign using Intelligent 2-way messaging
-  Multi-channel messaging over SMS, email, voice and mobile
-  Inbox for all inbound and reply messages
-  Interactive 'Chat' messaging across multiple threads via the user interface
-  Seamless integration with Email-2-SMS messaging
-  Reusable message templates for recurring campaigns
-  Remote activation of templates (via HTTP, SMS and email) and inject variable data
-  Inbound messaging campaigns using SMS short codes and long numbers
-  Scheduled messaging campaigns on ad-hoc or recurring basis
-  Secure data - Overwrite sensitive data to meet data protection requirements
-  Global messaging delivery and international messaging using local SMS numbers

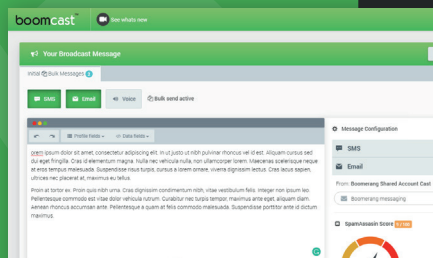
boomCast benefits

- Quickly distribute time-critical information to a widespread group of stakeholders
- Extend engagement with end users using Intelligent 2-way messaging
- Reduce operating costs by removing manual communication processes
- Use preferred communication channels to generate greater response rates from recipients
- Gain immediate insight into the success of bulk campaigns
- Improve service continuity using automated renewal alerts
- Reduce cost of DNAs using automated reminders (appointments, reservations etc)
- Reduce the cost of international messaging using local numbers
- Personalise bulk campaign using variable tags within message templates

 Find out more on boomcast.co.uk

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Supplier



FSQS
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ESSENTIALS

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