

boomerang



boomerang 

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mail

Product Information

Version 2.0

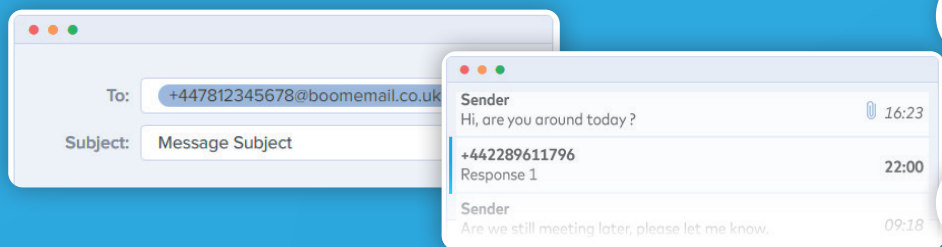




Conversational Email-to-SMS and voice messaging from an email client, with no software or training required.

boomMail delivers a secure, compliant SMS and voice messaging solution from any email client or application.

Traditionally, organisations have used third party applications to send transactional or bulk SMS, however, the implementation challenges (namely the cost of training and maintaining the service), often outweigh the convenience and speed of SMS communication.



boomMail enables an organisation to send conversational SMS and voice messages directly from a local email client, removing the complexity and cost. Crucially, it records all outbound messages and associated responses, ensuring that corporate governance and regulatory compliance are maintained.

Other email-2-SMS services require an SMS number to be issued to each user to send 2-way messages, which is expensive across a widespread user base. boomMail is different. Using 'Intelligent' messaging, 2-way conversations are managed automatically, with communication threads grouped by subject rather than time. This ensures that users can easily maintain separate conversations in their email inbox.

Typical use cases



- Marketing & promotions - real-time offers, product launch, drive opt-ins, customer feedback



- Real-time, interactive support for problem solving, customer updates



- Desktop communication hub for ad-hoc messaging and general communications



- Transactional messaging - Order confirmations and collections, 2-Factor Authentication, alerts and notifications



- Integration with any application supporting email for automated messaging

 [Find out more boomMail.co.uk](https://boomMail.co.uk)

 [Email us](#)



Key capabilities



Access to 1-way and 2-way broadcast messaging direct from an email client



Messaging with end users automatically organised by conversation threads



Fixed or dynamic sender IDs for 1-way messages



Signature manager - automatically remove email signatures



Character count - implement controls over the length of messages



Delivery status notifications returned to the user



Multi-channel messaging over SMS, voice (text-to-speech) and mobile app



Global messaging delivery and international messaging using local SMS numbers



Simple user access controls for widespread and controlled roll-out



Access to reporting from Boomerang user interface

Get started with boomMail today

boomMail benefits

- Extend engagement through interactive conversational messaging
- Instant access to desktop SMS and voice messaging for a widespread user base
- Conversational messaging managed automatically - no need to purchase SMS numbers
- Inexpensive and simple adoption with no software or training requirements
- Extend reach using multiple communication channels
- Cost effective to implement and roll out
- Compliant solution as all messages and responses are recorded

 **Start free trial**

boomerang

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