

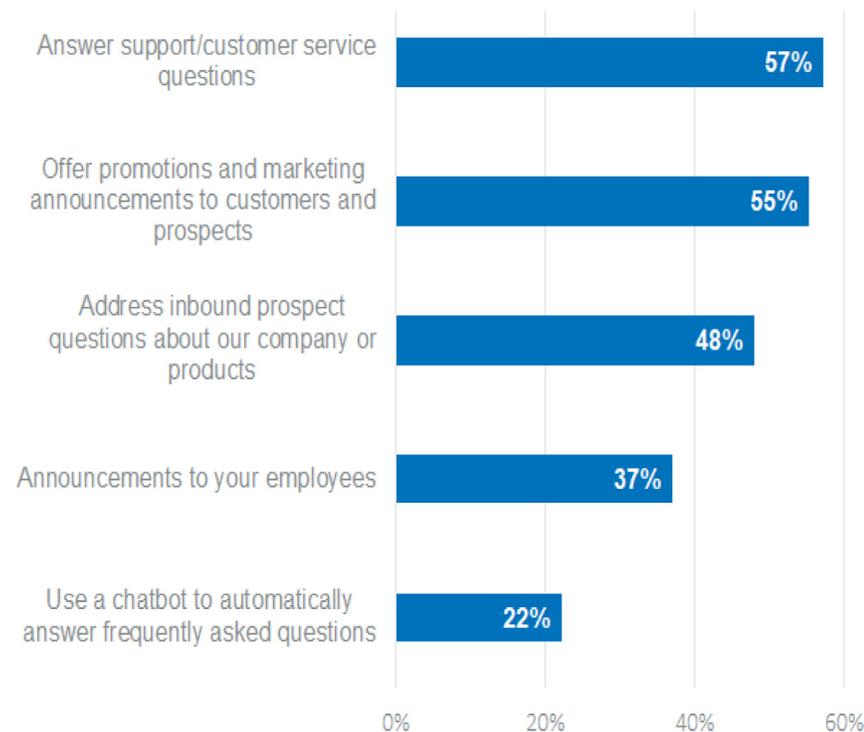
BTM Market Opportunities

Business Text Messaging is the ideal solution for any business that schedules appointments, services, or automates internal and external communications.

Limitless Customer Applications

Business Text Messaging (BTM) has limitless applications, allowing service providers to target an unparalleled range of industry verticals and be able to meet the needs of individual SMBs with ease.

A 2021 Independence Research survey asked over 500+ SMB decision-makers how they use or would use Business Text Messaging. Note, participants could select multiple answers.



* Statistics from Independent Research

Target Verticals

With BTM's usability range, service providers can target an unparalleled range of industry verticals, including:

- Retail
- Manufacturing construction
- Food and beverage
- Hospitality
- Travel
- Home services companies
- Spas and salons
- Professional service firms

Sales, Operations, and Marketing

- Campaigns
- Order placement and status queries
- Customer feedback surveys

Customer Success and Support

- Delivery and service all notifications
- Appointment, billing, and action reminders
- Support interactions

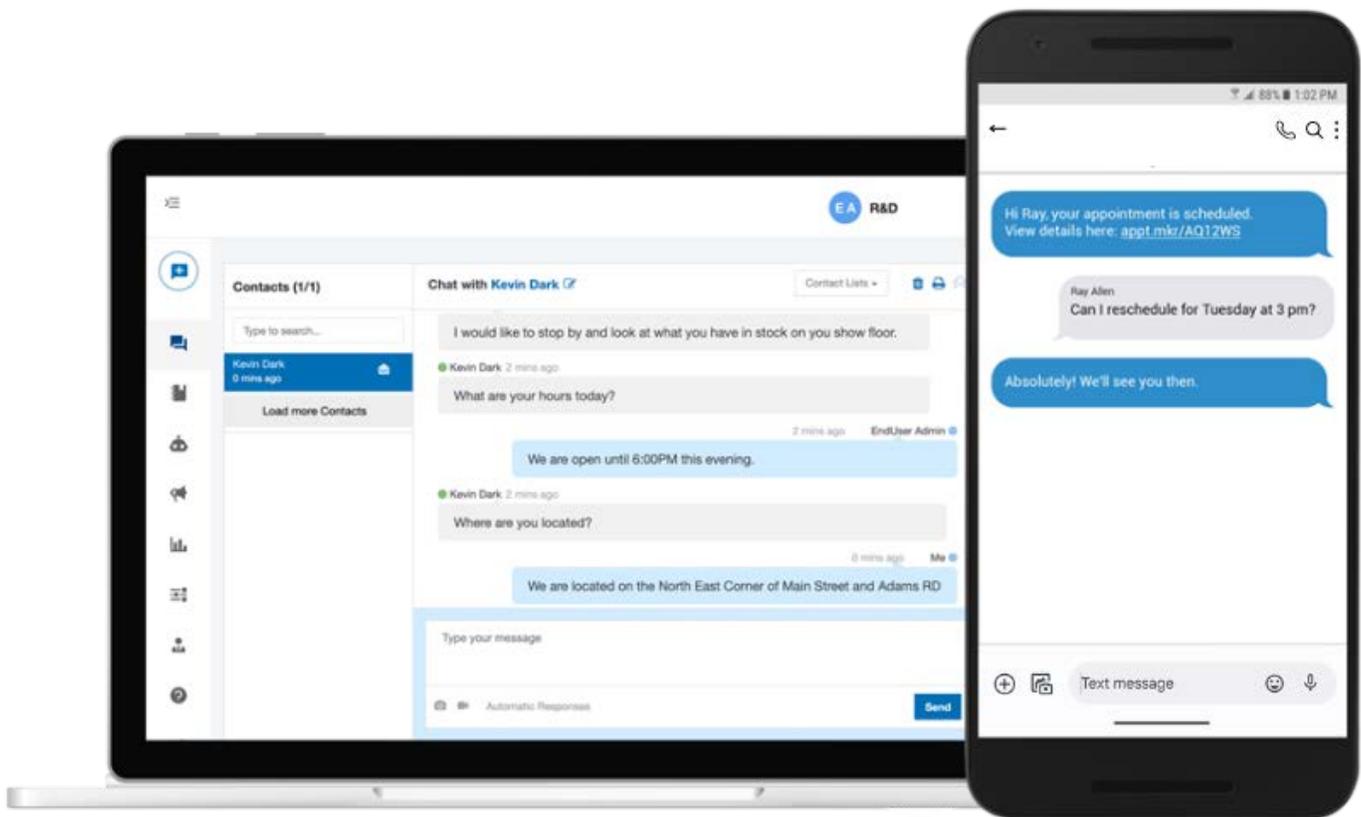


63% almost 63% of consumers would switch to a company that offers it. *



Customer Preferred Channel

Consumers prefer companies that offer text messaging as a communication channel. In fact, **almost 63% of consumers would switch to a company that offers it.** * Expanding your product portfolio to include Business Text Messaging provides a new, compelling communication service that fills a market need for a wide range of small and medium business (SMB) customers.



Bundle With Alianza Solutions

Sell Business Text Messaging standalone or bundled with your business voice products. BTM can also be sold anywhere — even outside your broadband or voice footprint — and over the top of any voice solution. BTM can be bundled with the Alianza solutions below to drive greater revenue, market footprint and customer lifetime value (CLV).

BCC/Cloud PBX + BTM



Business Lines + BTM



SIP Trunking + BTM



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Key User Features

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- **Message Bots.** Automatically reply to messages based on keywords and businessrules.
- **Scheduled Messaging.** Send automatic reminders for appointments, deliveries, duebills, updated business hours, and more.
- **Bulk Messaging.** Broadcast sales and marketing campaigns, event announcements, emergency notifications, and more.
- **Multi-User Portals.** Allow multiple agents to participate in the same customerthread, transparent to the customer.
- **Multi-Thread Message List.** Allow agents to view and manage multiple customerthreads in a single window.
- **Message Templates.** Use templates to keep messaging on brand and expediteresponses for frequent questions.
- **Contact Databases.** Import, store, and manage customer contact information.
- **Contact Lists.** Organize contacts into targeted groups for campaigns and bulknotifications.
- **Multiple Numbers.** Ability to send and receive text messages from multipletelephone numbers (e.g., main company number, sales, support, billing).

Prime Benefits for Service Providers

Sell On Any Voice Service

Easily sell to, and reach, a broad range of SMB customers by adding on any voice platform

Easy to Launch

In a few simple steps, onboard and text-enable your customer without equipment or truck.

Bundle with Voice to Win SMB Business

Prime Opportunities for Service Providers

Increase Stickiness

Most SMBs surveyed view business text messaging as a valuable customer communications channel.

Grow Revenue

82% of respondents said they use or are interested in using business text messaging.*



Get Started! Contact us today, and let's chat.

Alianza empowers service providers to rapidly create and deploy high-value communication offerings to address the evolving demands of business and residential customers with an easy to manage, easy to consume, and highlight profitable platform.