

PRODUCT OVERVIEW

SMSpro

powered by  Zambia

SMS Platform Solution

CHALLENGE

There are 3 known facts about mobile users

- A) They check their devices dozens of times a day – from waking up to bedtime
- B) They have an SMS open rate above 98%
- C) They read 90% of text messages within 3 minutes (vs. hours or days for email)

Businesses today are seeking more efficient ways to communicate with a bulk number of customers for advertising purposes, as well as customer and sales support.

In Zambia, bulk SMS is primarily offered in two formats

- 1) Integrated Bulk SMS- mainly used by large public and private institutions where the SMS system is connected directly to their transaction processing systems and an SMS is sent automatically whenever a transaction occurs.
- 2) Third Party Agents – where you provide a list to a third party and they in turn transmit a bulk SMS on your behalf to all users. Mainly done for advertising purposes

These current methods are not suitable for many small businesses as integrated bulk SMS systems can be costly to set up, while Third Party Agents provide limited services.

SOLUTION

With our bulk SMS service you can increase customer engagement by sending the right SMS at the right time:

- Increase Collections, with SMS Payment Reminders.
- Sell More, with SMS Sales & Marketing
- Stay Connected, with SMS Group Messaging

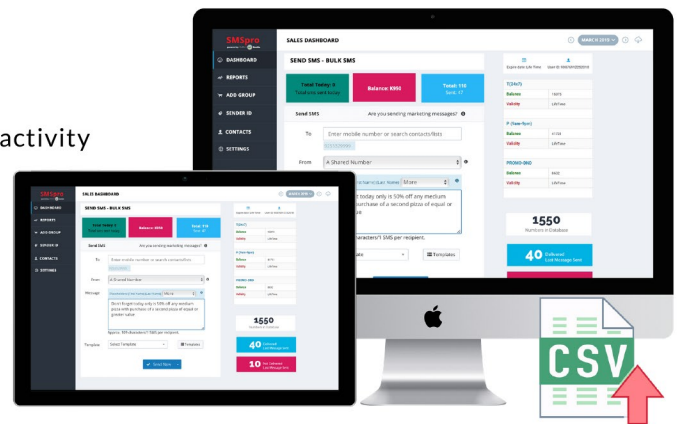
But with our solution you have Freedom & Control

Self Management

Our easy to use portal allows your complete control of your bulk SMS activity from the comfort of your office.

- 1) Log into your SMS manager portal
- 2) Purchase Credit or Check Your Credit
- 3) Create a Communication List (or import a list via excel)
- 4) Compose the message
- 5) Send (up to 10,000 messages a day)

Integrated Services- We can SMS-enable any application, website or system with our easy one-step integration process.



PRICE LIST

RANGE PRICE PER SMS

0-1000	0.35
1001 - 2000	0.35
2001 - 3000	0.30
3001 - 4000	0.25
4001 - 5000	0.24
5001 - 6000	0.23
7001 - 8000	0.22

RANGE PRICE PER SMS

8001 - 9000	0.20
9001 - 49,999	0.17
50,000 - 249,999	0.16
250,000 - 499,99	0.16
500,000 - 749,99	0.14
750,000 - 999,99	0.13
1,000,000+	0.11

Want to Learn More About Our SMS Messaging Solutions?

Get in touch today at www.dczambia.com/demo or email info@booknowzambia.com

Book Now Zambia Ltd is a wholly owned subsidiary of DotCom Zambia. DotCom Zambia prides itself as company that is focused on building solutions for the Zambian Market using ICT and providing a world class customer experience.

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