

Using SMS in insurance industry

Reaching out to your team can be very challenging. Bill Gates himself describes "...business in the 21st century is about velocity". Speed ensures survivability.

In today's environment, the ability to communicate via multiple channels has become necessary. E-mail is now a commodity just as mobilephones. Everything equal, in terms of speed, conciseness and reachability, the mobilephone is hard to beat. Using SMS as delivery channel to over 1 billion users is next logical choice.

E/Librium Consulting's **SMS Reach Out!** is a SMS messaging solution that is being used by organisations to reach out to customer with a personal touch and to many mobile workers. **Integra Application Server** is the SMS escalation engine which can be used to integrate with any application.

How it can be used;

Call center

Notification for insurance premium due, insurance claim status, etc.

Sales Force

Notification for new products, special offers, application approved, request of claim status, urgent alerts etc.

Mobile force

Notification for change in schedule, progress meetings, emergency, new tasks etc.

Mass SMS

Marketing campaign, special offers, reminders, specific policy holders, focus groups etc.

Integrate various back-end systems

SMS-enable various back-office system; CRM, Help Desk, Financial, ERP, System and Network Management. Finance system is able to generate to date . Policy holders is able to query back-end system to check claim status.

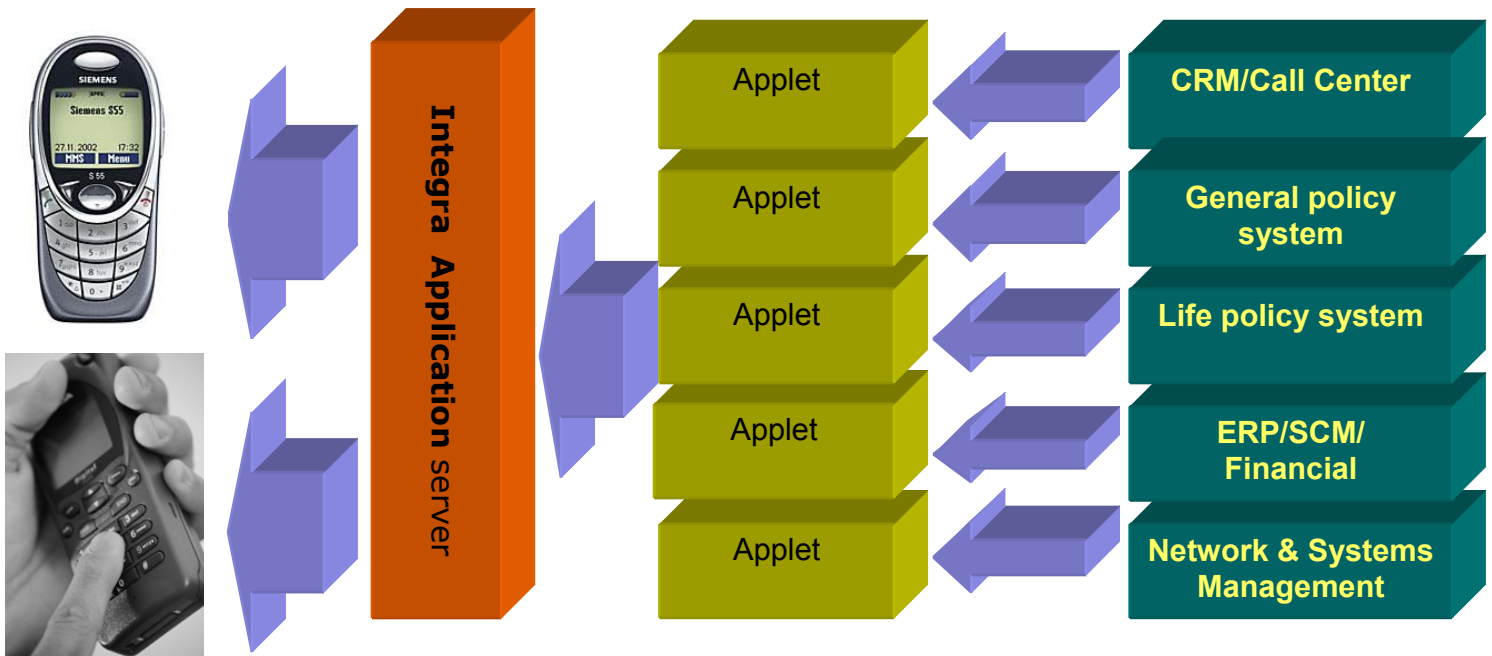
Cost savings on calls to mobile phone

Type of communication	Cost RM
Local area	0.30/minute
Adjacent area	0.60/minute
SMS	0.15 – 0.20/SMS

The use of SMS is very much defined by the users own imagination. We are provider of the technology to bridge the gap. We empower a simple tool that is used by 1 billion users, the hand phone.

Imagine the possibilities. Experience the reality.

How Integra Application server works



Functionalities of SMS Reach Out! SMS Messaging application

- User management
- Quota per user
- Web interface
- Audit trail and reporting
- Global and personal address book or by other categorisation
- Load balancing and redundancy
- Send by group or department
- Windows messenger to notify new SMS
- Scheduler notification
- Future upgrade road map. Next version will be GPRS enabled
- Java engine
- Highly customisable

For more information how we can suit your needs, please get in touch with us. With experienced technical experts we are able to effectively integrate our **Integra Application server** to various application thus SMS enabling them.

E/Librium Consulting Sdn. Bhd. is a solution provider with extensive man-years experience and focused in several niche areas. For more information please contact us at the number below or email at info@elibriumconsulting.com