Notify Now.

Messaging that cuts through.

macquarie

You want your message to be heard.

Not next week.
Not tomorrow.
Not even later today.
Right now.

98% of people who receive a Notify Now message will read it.

And your message will cut right through the noise.

The best messaging solution there is. Here's why.

Notify Now is a mobile messaging solution that's based in the cloud. We've combined SMS, instant messaging (IM) and email-to-SMS technologies so you can communicate with your customers, staff, vendors and business partners. Notify Now rolls everything into a simple interface that's easy to use from day one.

Getting Notify Now set up and ready to go is easy and quick – in most cases we'll have you up and running on the same day you sign up.

It's cloud-based

Any device with an internet connection can be used for messaging with Notify Now.

Seamless platform switching

Move between platforms seamlessly. For example, an exchange of chat messages using Notify Now over the internet can switch instantly to SMS if either party is suddenly offline.

Pay for what you use

When you choose Notify Now, you only pay for the messages you send. So it's easy to scale it up for busy times, and down for quieter ones.

Bulk send

Notify Now lets you distribute messages to large groups of address book contacts, or even to imported files of mobile numbers.

SMS merge

Personalised SMS messages can be created from any data you have available, such as customer name, product names, or location.

Message reporting

You can monitor your messaging any time using the Notify Now website.

SMS.
An oldie but a goodie.

SMS is mature, stable technology. It's ubiquitous. Even though it's not new, and it's much simpler than other messaging systems, it has the strongest cut-through of any messaging platform.

98%

of recipients will open
and read an SMS message

f **12%** of recipients
read a post

✉ **22%** of recipients
read an email

🐦 **29%** of recipients
read a tweet

💬

SMS

⏱ **90 sec.**

The average time to open, read
and respond to an SMS message
is 90 seconds.

VS

✉

Email

🕐 **90 min.**

The average time to open, read
and respond to an email is
90 minutes.

Notify Now.
Solving real business challenges.

Alerts and reminders for a busy medical practice.
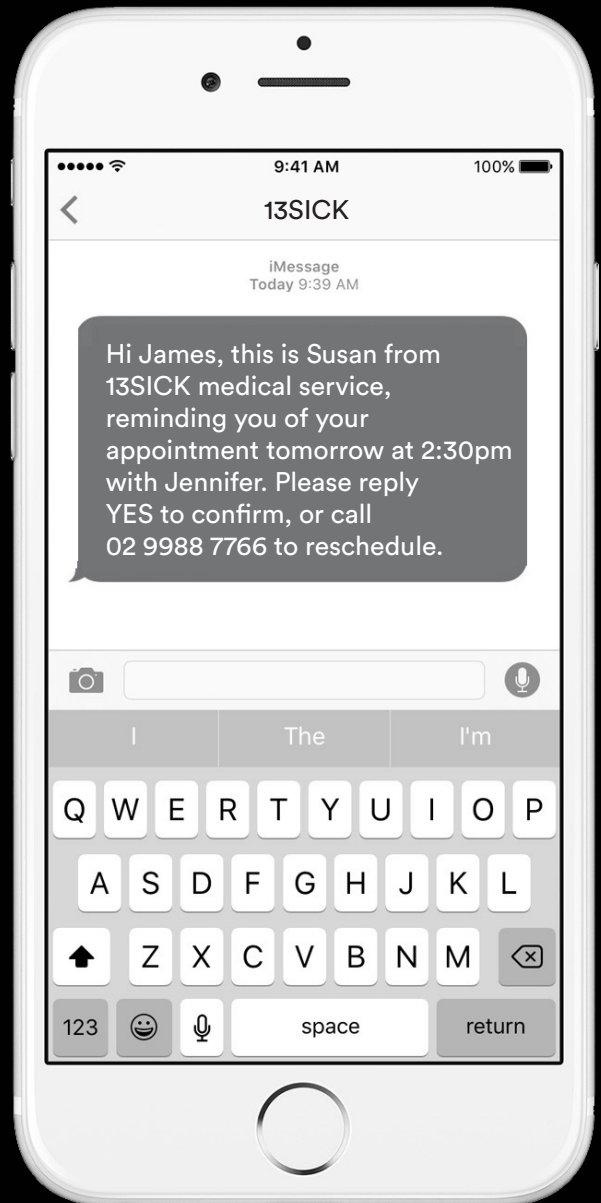
Challenges

- Patients not showing up for scheduled appointments.
- Patients arriving at the wrong time or on the wrong day.
- Patients calling the day before to reconfirm their booking time slot.

Notify Now solution

- Notify Now integrates with the practice's scheduling system, sends text to patients 24 hours before an appointment (or at a time of the practice's choosing), and offers options to confirm or reschedule the appointment.

Measurable benefits

- Less unattended appointments, resulting in higher professional staff utilisation.
- Reduced resource requirements for receptionists to field calls checking appointment times.

●●●●● 📶   9:41 AM   100% 🔋

‹   **13SICK**

iMessage
Today 9:39 AM

Hi James, this is Susan from 13SICK medical service, reminding you of your appointment tomorrow at 2:30pm with Jennifer. Please reply YES to confirm, or call 02 9988 7766 to reschedule.

⬆ **45%**

Attendance improved by 45% in a trial of SMS appointment management at a large health clinic. *

Macquarie Telecom Notify Now

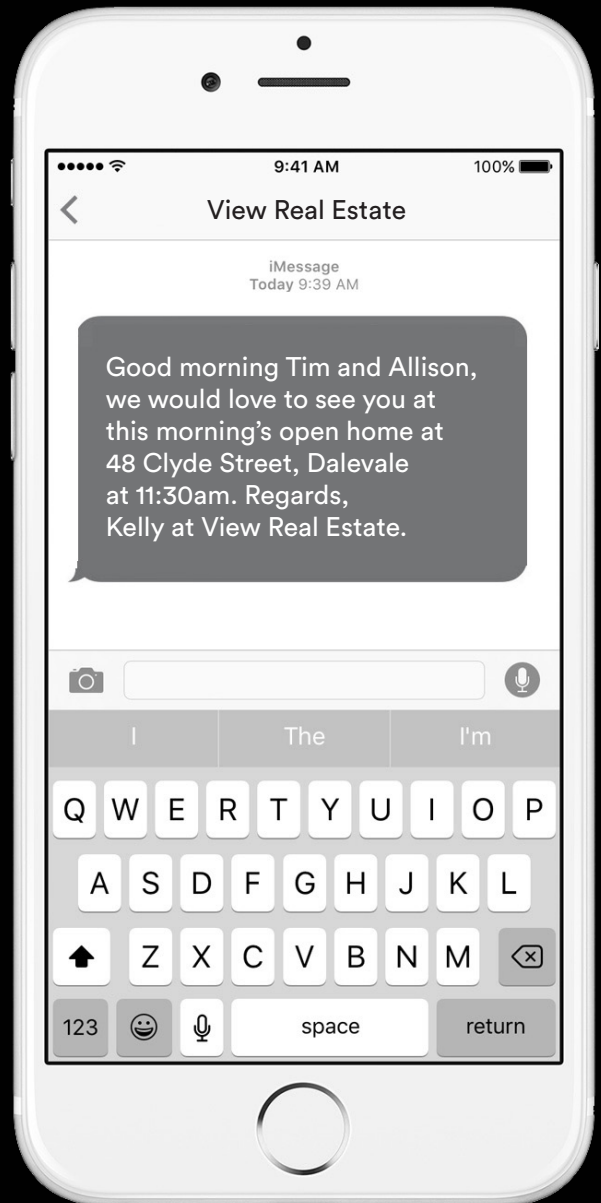## Direct marketing for a thriving real estate company.

Challenges

- Difficulty cutting through in a marketplace that floods prospects with email.
- Short open home time slots require clear communication to attract maximum potential buyers.
- Specific event participation was limited, buyers not reading or responding to invitations, or losing them to spam filtering.

Notify Now solution

- Notify Now integrates directly with the CRM database to target customers directly based on their property buying criteria, location, availability and other data.

Measurable benefits

- Significant increase in attendance of open home inspections.
- Consistently higher attendance of special events.
- Decrease in prospect confusion about time slots and locations.
- Instant contact with customers when circumstances required a change of time or day for an inspection.

View Real Estate

iMessage
Today 9:39 AM

Good morning Tim and Allison, we would love to see you at this morning's open home at 48 Clyde Street, Dalevale at 11:30am. Regards, Kelly at View Real Estate.

✓ 40%

Prospects sent an SMS marketing notification by a growing real estate agency were 40% more likely to convert into a sale, compared with email based campaigns. *

Macquarie Telecom Notify Now

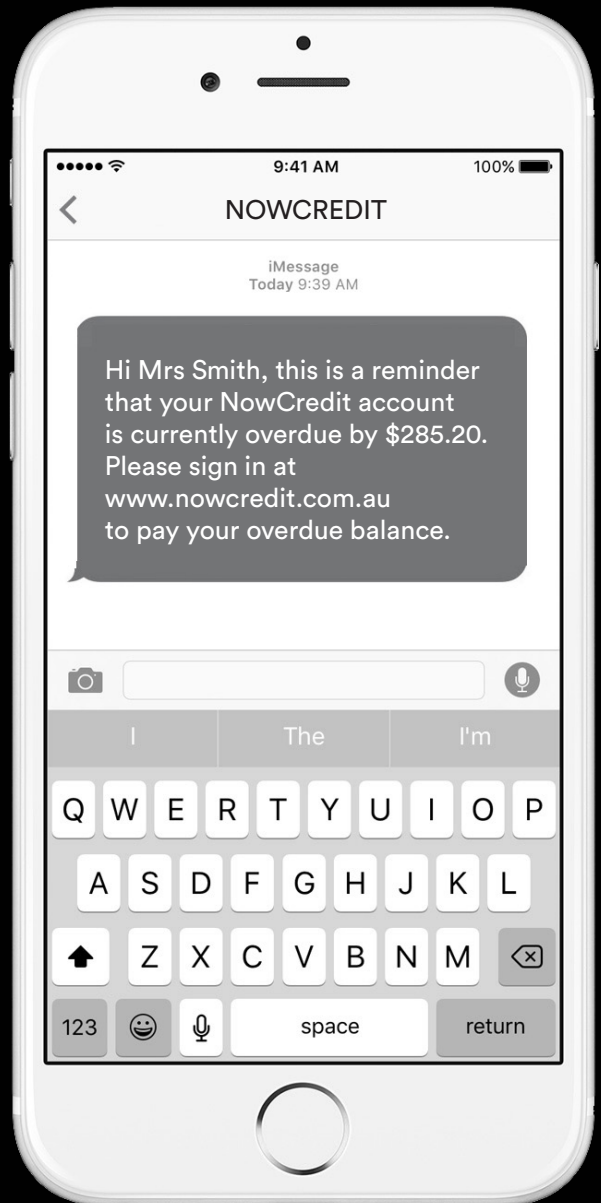# Billing and invoice reminders for a large finance company.

Challenges
- Late payment of bills.
- Non-contact from customers when advised of late payment by traditional communications.
- Direct enquiries to call centre staff to check on invoice balances or overdue accounts.

Notify Now solution
- Notify Now works alongside the company's billing and invoice system to provide invoice notifications, balance requests, overdue reminders and payment confirmations directly via SMS.

Measurable benefits
- Increase in account payments by the due date.
- Decrease in call centre resourcing required to handle balance and account enquiries over the phone.
- Decrease in call centre outbound calling to follow up on unpaid invoices.

NOWCREDIT

iMessage
Today 9:39 AM

Hi Mrs Smith, this is a reminder that your NowCredit account is currently overdue by $285.20. Please sign in at www.nowcredit.com.au to pay your overdue balance.

↓ 35%

The rate of non-contact customers was reduced by 35% in a trial of SMS messaging by a large finance company. *

Notify Now.
Essential in a crisis.

Keeping in touch with staff during challenging circumstances.
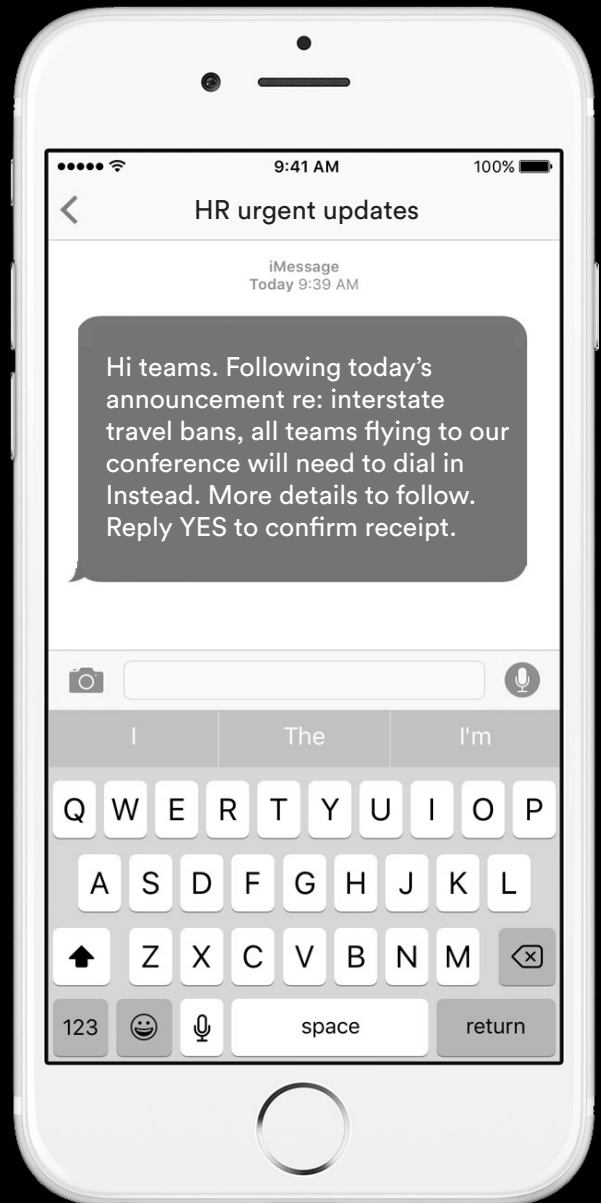
Challenges

- Sending urgent, important communications to individuals, teams or groups during uncertain times.
- Ensuring crucial communication isn't overlooked in amongst a flood of other comms.
- Collecting responses to communications in a structured, dependable way.

Notify Now solution

- Notify Now can integrate with your staff records and group or department lists, so you can communicate with the right people instantly.

Measurable benefits

- Urgent internal comms not overlooked.
- Engagement of staff and teams retained despite unpredictable working circumstances.
- Increase in well-being and safety of staff.
- Systematic and effective recording of staff responses, no matter what the scale.

HR urgent updates

iMessage
Today 9:39 AM

Hi teams. Following today's announcement re: interstate travel bans, all teams flying to our conference will need to dial in Instead. More details to follow. Reply YES to confirm receipt.

Organisations using Notify Now to keep in touch with staff during a crisis can increase the safety, productivity and engagement of their people through uncertain times.

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Staying in contact with your customers when the usual channels are closed.
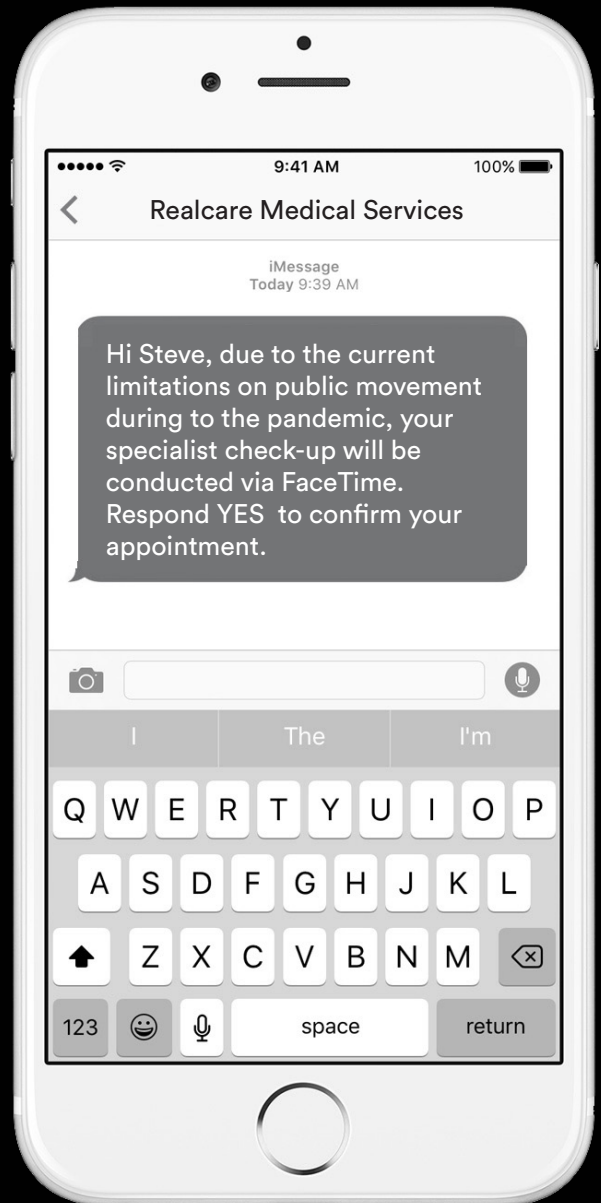
Challenges
- Communicating with customers when the usual channels, such as retail outlets, are unavailable.
- Maintaining sales when it's not possible to talk to customers face to face.
- Communicating how your services can help your customers during an emergency.

Notify Now solution
- Notify Now is a direct channel to your customer that's not limited by closure of stores, public venues, or other infrastructure.
- The immediacy of Notify Now ensures your message is heard at the right time, and not after the event.

Measurable benefits
- Maintain business continuity.
- Retain sales opportunities which otherwise may be impacted by a crisis.
- Target customers who can benefit from using your product immediately.
- Gather direct feedback or responses from customers, simply and quickly.

Businesses who use Notify Now to communicate their customers when emergency circumstances close their usual points of contact can retain sales, maintain customer relationships, and make a difference during the emergency.

Little messages that make a big difference.

An SMS strategy can make a huge difference to productivity and efficiency in organisations of any size.

Here are some of the benefits you may see when you choose Notify Now:

⊕ **50%**
Customer satisfaction

⊕ **19%**
Service revenue

⊕ **13%**
New sales revenue

⊕ **63%**
Worker productivity

⊕ **63%**
Admin and paperwork

⊕ **31%**
Travel time

* Technology Services Industry Association study.

Notify Now
just wants to fit in.

Every business has carefully chosen systems in place. We've made Notify Now super easy to introduce into your existing IT infrastructure.

● Notify Now lets you integrate your existing systems for seamless messaging. Deliver personalised content for event updates, delivery and pickup updates, account balances, appointment reminders, passwords and access codes, and emergency warning alerts. Whatever you have, Notify Now will make friends with it in a flash.

● Notify Now has zero footprint at your end. Eliminate the need to install and manage servers and dedicated hosting. Everything lives on our side.

● It's our business to keep your messages private. Security is assured with Notify Now, with encryption, monitoring, reporting and custom control delivered through your control portal.

● We've got international connections. Notify Now is directly integrated with over 900 mobile networks around the world, so your message will get through even if it's headed to the other side of the globe.

● We make it simple to control and monitor your users' messaging trends, to maintain high security.

How Notify Now will fit into your world.

Industry applications for Notify Now:

	Marketing automation	Customer promotions	Rostering	Appointment reminders	Logistics information	Emergency services	PINs and passwords	Payment reminders	Customer feedback
Health			●	●				●	
Retail & e-commerce	●		●		●				●
Employment			●	●					
Education	●		●				●		
Government				●			●		●
Utilities	●					●		●	●
Restaurants & cafes		●	●	●	●	●			●
Banking & finance	●	●					●	●	●
Entertainment & hospitality	●	●	●	●		●			●

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