



Mobile Customer Service

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The Product

Sonic's Mobile Customer Service solution is a specialised product that allows large organisations to utilise their existing call centre staff to interact with customers using the mobile channel.

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How does it work?

Mobile Customer Service gives you access to a short code which is linked to Sonic's mobile platform. This code can then be advertised through normal promotional channels – web, print, tv, radio etc.

Customers can send SMS queries to the code and these are sent to call centre operators as emails, or they can manage messages through the web interface. Customer service agents can then reply to customer queries and these are sent back to the customer's mobile.

A compelling feature of this solution is that multiple messages or conversations are tracked and linked together so call centre agents have the full history of the mobile

discussion – but only the most recent reply is sent to the customer's mobile phone.

Why do I need it?

Mobile Customer Service is the perfect solution for engaging with your customers whilst they are out and about. It also encourages them to contact you given the convenience of mobile.

Other key features of this product include:

- Real-time, web-based reporting
- Historical conversation reporting by mobile number to keep track of your customer interactions
- International message delivery in over 40 countries
- Integration to most standard call centre packages via SMTP

Sonic Mobile can solve all of your mobile marketing and wireless communication needs. Talk to us about how you can integrate this product with any of our other mobile solutions. We have the capability to do just about anything mobile – so how far can your imagination stretch?