



OVERVIEW FOR CUSTOMER SERVICE TEAMS

 SMS-Magic



AppExchange Program  
**PARTNER**

**Messaging: Everyone's Favorite Customer Service Channel**

*A powerful CRM-based messaging platform for Salesforce, Zoho & more!*

2,500+

HAPPY CUSTOMERS

59

DIRECT CARRIERS

240 M

MESSAGES/YEAR

190+

COUNTRIES COVERED

## SMS-Magic Can Flip Your Customer Service From Flat to Fabulous

It's no secret that most consumers prefer messaging over any other communication channel. By tapping into this advantage, all businesses can leverage the power of messaging to thrive in the digital age.

### Engage Customers and Drive Revenue With SMS-Magic

Since 2008, SMS-Magic has offered business users a robust messaging platform. SMS-Magic incorporates messaging intelligence into consistent processes to support business growth and profitability. We partner with thousands of global retailers and high-stakes service organizations, across industries that include healthcare, financial services, higher education, staffing, real estate and contact centers.

**“The conversational messaging capabilities of SMS-Magic are among the best in the industry and offer security and reliability for SMBs to large enterprise customers.”**

— STAN PETIT, SENIOR PARTNER SALES MANAGER, VONAGE

Our messaging solution easily integrates with Salesforce and marketing automation platforms to solve the communication challenges that high-stakes consumer service providers are facing. SMS-Magic creates win after win for your service team. For example:

- Your reps can handle 6x more messages than phone calls in the same time frame.
- Messaging response rates will be 295% higher than phone rates.
- Customers average a 90-minute response time to emails, but messaging cuts the response time.

## How Messaging Can Help Raise Your Contact Center's Productivity

SMS-Magic empowers your customer service team to respond and resolve issues faster. Better communication through messaging will boost your productivity and NPS ratings. Messaging wows customers while creating wins for your business.

**Customers prefer companies with messaging.** More than 66% of customers will pay more for a product with a messaging channel, and 68% prefer messaging over phone or email.

**Conversational history** archives every customer interaction. Customers appreciate this feature because they hate explaining the same issue over and over. With SMS-Magic, multiple agents can glance through the customer's message history and get up-to-date in seconds.

**Faster response** rates empower reps to handle multiple conversations at once, quickly resolving issues using CRM history. No more sitting around the office waiting for customers to call back!

**Personalized conversations** between customers and reps create deeper engagement from the very first interaction. 59% of customers say they've come to expect a more elevated customer experience within the past year. You can meet their high standards using SMS-Magic!

**Trusted compliance** protocols assure customers that their personal data is always safe and secure.

**Polls and follow-up surveys** become quick and simple! Customers often want to keep their responses anonymous or avoid getting stuck on a phone call, and with messaging, they can. Your response rates will skyrocket!



**“This product is AMAZING and is changing my business.  
It reaches clients 100x better than email.”**

— MICHAEL GOLDENBERG, PRESIDENT, DEBTCARE CANADA

## Why Not Partner With The Best in the Business?

- #1 rated messaging application on the Salesforce AppExchange
- Salesforce Partner and a leading provider of managed messaging
- Customizable platform with clickable configuration, intelligent routing, delivery and plug-n-play integrations
- HIPAA-compliant messaging services





## Put Our Dedicated Team To Work For You

SMS-Magic's backbone is our global team of 200+ dedicated professionals. We proudly provide the best service in our industry, delivering the most widely used and recommended managed messaging platform provider to customers in 190 countries worldwide.

### About SMS-Magic

SMS-Magic powers conversational messaging for businesses around the world. We help sales, marketing and service teams win the trust of their consumers by building enduring relationships and a differentiated brand experience. For more than a decade, we have been a trusted messaging leader working with customers across many industries, including healthcare, service centers, real estate, higher education, staffing, wellness, non-profit, and more. Our customers range from small and mid-size businesses to large, global enterprises. SMS-Magic's commitment to our customers is this: We will deliver the most advanced, simple-to-use messaging platform available, so you can focus on the personal touch that sets you apart from your competition.



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