

Keep your customers in the loop



Emotum Marketing & Notification System (EMNS)

Customer Communication & Messaging

emotum[™]

The Emotum Marketing & Notification Service (EMNS)

What is EMNS?

The Emotum Marketing & Notification Service (EMNS) provides a new way for service providers to **communicate offers and alerts** directly to customers.

EMNS provides new channels for service providers to communicate offers and alerts directly to customers.

Traditionally used for **customer care**, outages and problem resolution, EMNS has evolved into a complete digital messaging delivery system. This system assists service providers to act upon **customer intelligence** to send personalised **marketing offers** direct to the customers desktop. EMNS allows marketers to target customers by either global, group or individual messages.

EMNS provides new channels to capture your customers' attention and communicate effectively. The software is able to determine the **optimal time to send** offers when a customer is receptive to receiving communication. In addition, EMNS provides several different methods to communicate alerts depending on the urgency of the call to action.

EMNS has been designed to be a **trusted recommendation** engine so it is very important that the messages are timely, relevant and opt-out. Easily integrated with backend marketing engines, segmentation, demographic and behavioural data, EMNS can be utilised to provide **context-aware customer care** and **context-aware marketing** messages.

EMNS can be extended with additional functionality from the Emotum suite of software products, enabling a **customer care** and **marketing platform** for service providers. Emotum also offers **complete custom development** services if the standard software does not exactly meet your requirements.

Unique Selling Points



Designed exclusively for service providers - EMNS has been specifically designed for the needs of service providers. The EMNS system is positioned to help service providers identify and satisfy the needs of their customers now and in the future.



Focused on customer experience - EMNS allows you to communicate relevant, timely and context-aware messages to your customers. Providing customers with relevant offers improves the overall user experience.



Reduces customer support costs - EMNS gives service providers the ability to send customer care messages directly to their customers, hence removing reasons to call when problems occur.



Strengthens your brand - Providing context-aware, relevant offers develops a more intimate relationship with your customers. This provides your customers with a better experience and they love you for it.



Improves customer intelligence - Know when it is most effective to send messages. EMNS identifies how your customers interact with your messages and helps service providers understand, segment, support and market to their customers more effectively.

The Emotum Marketing & Notification Service (EMNS)

Key Features & Benefits



Improved Customer Communication

New Communication Channels

Customer communication and advertising is going online, pop-ups and banner ads don't cut it service providers need new ways to engage customers online. Exploit new channels to capture your customer's attention and communicate effectively. EMNS empowers service providers anticipate their customers' needs based on the user's current situation and environment, and target them effectively. It is important that the offers be relevant, and not be seen as another form of SPAM. EMNS provides rich media desktop alerts and integration with desktop applications such as the Emotum Connection Centre or Connection Manager.



Communicate Effectively

EMNS allows global, group or individual messages. EMNS is designed to help service providers use demographic and behavioural data, and segmentation strategies to provide targeted, context-aware communications. Consider messaging within the customers' behavioural flow; get them when they are browsing, not during PowerPoint presentations or while editing documents. Act upon your customer intelligence by delivering personalised messages to individual customers based on their connection profile, behaviour, account information or other metrics.



Reduced Operational Costs

Co-ordinated Customer Care

Alerting customers about issues with their service is a key component of EMNS. Service providers successfully utilise EMNS for outages, virus warnings, operating system service packs and other recommended downloads. Communicate important accounts, network or outage information only to customers who need it and guarantee a call to action.



Pro-active Customer Service

Advanced customer intelligence allows service providers to pro-actively alert customers about issues, providing them with information about fixes, links to tutorials, and estimated rectification times before they even know they have a problem. Pro-active customer care generates loyalty and a brand positive experience, word of mouth recommendation is even more powerful than ever, and people will talk about this.



Increased revenues

Context-aware Marketing

Context-aware marketing based on users' current situation and environment provides a much more relevant and compelling message with a much higher consideration or click through rate than traditional targeting. The ability to target individual customers with relevant messages gives service providers a unique position and possibility to generate new revenue opportunities through context-enriched services. EMNS compliments existing service provider marketing strategies to synchronise segmentation strategies with actual customers.

The Emotum Marketing & Notification Service (EMNS)

Key Features & Benefits (continued)



Instant Call to Action

Communicate with customers when they are receptive and increase conversion rates. EMNS provides you with a higher likelihood of a captive audience, which means higher possibility of consideration and higher click through rates. EMNS can help you to identify a ready to act audience, and combined with compelling offers can provide an instant call to action and real time measurement.



And there's more!

Extend the functionality of EMNS with additional Emotum software:

- » **Self Install Kit (SIK)** - activation software
- » **Connection Manager (CM)** - mobile & wireless connection management
- » **Connection Centre (CC)** - self-help & helpdesk support
- » **Emotum Software Update System (ESUS)** - digital distribution & management
- » **Emotum Marketing & Notification System (EMNS)** - targeted ads & alerts

Why did we create this software?

As end users we want access to relevant marketing offers without being bombarded. We tend to run pop-up blockers, ignore service provider email accounts, and have a general disdain for most traditional advertising. We think relevant offers based on what I am doing right now would be cool; we might just click on one of these ads...

As specialists in software design we also saw the opportunity for service providers to reduce support costs, lower churn rates and generate new revenues by providing the right tools to their customers.

At Emotum, we believe that new opportunities for service providers rely on providing customers with a good experience. We want to help make this happen.

About Emotum

Headquartered in Sydney Australia, Emotum Pty Ltd is marketing customised and localised fixed-line, wireless and mobile broadband software solutions in Europe, the Americas and Asia Pacific.

Our mission is to partner with its clients in the provision of innovative software solutions that solve the financial and technical challenges implicit in capturing and servicing the non-technical mass market.

For more information on this or any other Emotum software product, including case studies and product demonstrations please email enquiries@emotum.com