

textit Interact - SMS relationships.

Market Research, Gaming, Business Consultancy, Opinion Survey, Clubs, Retail, and Government: all rely on generating meaningful and mutually beneficial two-way relationships with customers / members. Do it with textit Interact SMS polls, multiple choice and free form response made EASY. Textit Interact has the tools and features for data collection and collation. Textit features include: up to four fields of personalisation; tracking to the handset; list cleaning; scheduling; textit autoOptOut (to comply with anti-spam laws); plus response to reply functionality - to reward, reinforce and recognize participants.



Textit operates from a secure web page – open a browser window and login to prepare your SMS campaign. No downloads. No installations. No software conflicts. A wizard to guide you + free unlimited support.

Our wizard guides you through every set-up option – it's EASY.

There are three configurable options. You can even personalise every SMS (eg. <firstName>).

Poll

A poll question requires a yes (Y) or no (N) response from the recipient. If the recipient replies with "yes" or "no" those responses will also be filed as correct and valid responses. Additionally, 'other response' data can be filed manually to facilitate optimal response data collection. Auto response can include a marketing message or simple thank you.

Initial SMS

Hello Alexander. Today's question: Will you drink recycled water? Reply Y or N. (survey expires midday 19/09) JCSG Research OptOutRply STOP

Auto response

Thank you for your response. We always appreciate your contribution. Visit our website for final survey results. www.JCSG.com Research with Reach.

Multiple Choice

Two, three or four responses can be configured for multiple choice questionnaires. "A or B", "A, B or C" or "A, B, C or D". Additionally, 'other response' data can be filed manually to facilitate optimal response data collection. Auto response can include statistics calculated on 'the fly', a marketing message or simple thank you.

Hi Christine. Do you use public transport? A) Every day. B) Regularly. C) Rarely D) Never. Rply A, B, C or D. (exp noon 19/09) JCSG Research OptOutRply STOP

Currently: A) 33% B) 42% C) 14% D) 11%. Visit our website for final survey results. www.JCSG.com Research with Reach.

Free form

Allows for flexible response data collection – the recipient's reply can be anything.

One auto response: every reply receives the same auto response – no correct or incorrect answer.

Two auto responses when there is a correct answer to the initial SMS. Up to four correct answers are configurable. The incoming SMS reply is checked and the appropriate Auto response sent.

Hi <firstName>. What's the first shop that comes to mind when you hear the words 'café latte'? (expires midday 19/09) OptOutRply STOP (message from Latte Shack)

Present this SMS for a second coffee free at Latte Shack. Offer exp. 30/09. Visit our website for final survey results. www.LatteShack.com

Textit Interact uses the textit autoOptOut function to comply with AntiSpam legislation.

Recipients who reply with the keyword 'STOP' are automatically added to your autoOptOut list. The textit autoOptOut feature ensures your organisation participates in responsible permission marketing (as per Spam Act 2003).

Tracking & Data Measurement

The textit Interact software records the precise time the message is received in a handset. If a handset is out of mobile range or is turned off, the message will NOT be marked as delivered. When the handset is turned on or comes into range and the message delivered to the handset, the message status will show that the message has been delivered. All reports are easy to access and downloadable as an Excel spreadsheet.

There are two types of reports available. The 'Message data' report helps you keep your data clean. This report shows when the message was delivered (and date/time) - or not. *Tip:* Remove your dead numbers. The 'Response data' report (example below) shows all recipient responses ready for collation and can be viewed online and / or downloaded as an Excel spreadsheet.

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Example: Response Data Report For a Multiple Choice Questionnaire

	A	B	C	D	E	F	G	H
1	Date	Number	Response	First name	Last name	Custom 1	Custom 2	
2	19/02/2007 13:59	61402222333	A	Carlene	Jones	34532	Melbourne	
3	19/02/2007 13:45	61402333444	D	Gavin	Turner	40734	Melbourne	
4	19/02/2007 13:42	61402444555	A	Keith	Smith	80456	Sydney	
5	19/02/2007 13:42	61402555666	A	Mark	Montgomery	23894	Melbourne	
6	19/02/2007 13:43	61402666777	A	Jane	Martin	31521	Adelaide	
7	19/02/2007 13:43	61402777888	A	Meredith	Autio	23101	Melbourne	
8	19/02/2007 13:42	61402888999	B	Owen	Barnes	14681	Sydney	

We also have:

Textit Managed Services We do it all for you – and provide a report. All you have to do is send an email or call – we can work it out from there. Try this and see how text messages can work for you. It's that EASY!

Textit Messaging A brilliant tool for two-way communication with customers, sub-contractors, suppliers, students and staff. Upload your address book and order it how you want. Send to multiple recipients at once – personalize them all with one click! Every message is tracked to the handset. One click message template menu for regularly sent messages. And best of all, it's EASY to use.

Textit Respond will build you an Opt IN database. How does it work?... interested parties text to your number and auto reply is sent to their handset (usual carrier charge – this is not user pays TV style SMS). Now you have an Opt IN number for future marketing opportunities. If you're clever about it, you will also have info about your new lead – making it much more that you will get their attention when you text. It's really EASY to use.

Textit Marketing is for sending text messages to bulk lists – and you can personalize the message. AutoOptOut software is included. Our message set up wizard make it EASY. We can get your customer database working.

Brilliant products. Outstanding service. textit SMS Business Solutions - we dot the i's and cross the t's.

Visit us at www.textit.com.au or call **1300 TEXTIT**