

Market Requirements Document

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1 Executive Summary

In today's tough economic climate all organizations need to improve efficiency and that usually means coordinating large quantities of information.

This requirement can be effectively be improved with using SMS messageing and other communication channels in task management, notifications, critical alerts, marketing and other business process.

Consumers are carrying their mobile devices with them day and night, by using them to engage with brands like never imagined even a decade ago. With 99 percent-plus open rates on SMS and engagement rates of up to eight times higher than email, SMS marketing presents a huge opportunity for businesses.

The moment a customer texts you, their message automatically becomes a ticket in Support. From there, agents can apply macros, triggers, and other business automations to respond quickly and easily.

In today's technological-driven society, users are paying attention to SMS. Approximately 90% of messages are read within three minutes of delivery.

MessageInSky can be implemented and executed within minutes. If your business has changing communication needs, SMS services can scale with you to adapt and reevaluate in order to achieve business goals. All customer SMS messages can be tracked, stored, analyzed and measured – which will drastically help improve your business goals over time.

2 Business Opportunity

The MessageInSky solution is designed as additional functionality for Dynamics 365 CRM. MessageInSky allows you to send SMS messages directly from CRM. Each message remains in the CRM as an activity. SMS messages may be self-contained or linked to a particular case, event, contract, sales opportunity, etc.

The solution was developed on verified platforms Microsoft Dynamics 365 and Infobip. Infobip platform supports SMS, Viber and other communication channels that will be implemented in the second stage of implementation.

2.1 Market Problem

Organizations are facing with different business problems while trying to improve customer experience.

Time – critical alerts

Sometimes speed is top priority. SMS text arrive immediately, making it ideal for online transactions, timely notifications, delivery alerts and other critical communications.

Internal Correspondence

Though computers and phones can both be used to send emails, inboxes can quickly become filled with spam and junk mail. The average person receives eighty-eight emails PER DAY. With all of that coming in, it can take a while for your employees to filter through what is and is not important. There's a risk of missing your most important business messages altogether as the inbox clutter increases.

Though it's the employee's responsibility to have the correct filters in place in their email to have plenty of time to make it through their emails, there is still need for an even faster, more direct form of messaging than email. This has made text messaging a better option than email for shorter messages.

Customer support

No one likes to be kept on hold for customer support. And while offering a call back service is one way to escape on hold hell, calling someone back also means an agent needs to be free to make the call and your customer has to be available to answer the call. Customer service agents can handle multiple SMS support at the same time. It's easy to jump between customers, give each customer the attention they deserve, increase efficiency, and increase customer satisfaction at the same time.

When Timing Is Critical, SMS Is The Best Option For Customer Support. SMS goes both ways. That means your customers can text to you. So let them use it to solve problems, provide feedback and ask questions.

Mobile marketing

SMS is universal, so it's great for promotions. Use it to alert customers to new deals, download the brochure, access coupons and more.

2.2 Value and Benefits to Customers

Benefits to Customers why they should use MessageInSky:

- Immediate delivery - SMS is very fast and efficient. In fact, it is delivered in a matter of seconds, so your marketing message will reach your target audience (clients) almost immediately upon being sent. Also, with over 90% of messages read within 3 minutes of being received, you will see results immediately.
- Personal - SMS is very personal because it's delivered directly to your customer's mobile phone. Since mobile phones are almost always within our arm's reach, SMS is landing directly into client's hands. By personalizing your communication with clients, you'll easily grab their attention.
- Global reach - Text messages can reach millions of people in no time, wherever they are. In fact, it can reach virtually all of the 6-7 billion mobile phones in use today. SMS is the only technology harmonized between all mobile operators in the world, which means that text messaging can connect the world. Literally!
- Simple - Due to its simplicity and reach, SMS has become globally adopted communication channel. Everyone knows how to open, read and text a message. Moreover, thanks to the limitation in length (160 characters), messages are small, direct, concise and go straight to the point.
- Precision - Text messaging enables you to laser target a specific group of people or specific user with different point of messages.
- Direct - Some reports say 91% of adults keep their mobile phone within arm's reach 24/7. Therefore, SMS is among the most direct ways of communication with clients, besides meeting face-to-face and a direct phone call. Since the other 2 can be complicated, time-consuming and expensive, it's clear who's the winner!
- Time-efficient - SMS is a great timesaver since text messages can be scheduled and you can send one message to a large group of people at once without writing each message individually. This allows you to concentrate on other areas of the business which is a huge benefit.

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- Trackable - SMS can be easily tracked using the delivery reports. These reports enable you to see how efficient and successful your SMS campaign is. This will help you understand what works best for you, empowering you to get the most out of your future marketing campaigns.
- Reliable - Unlike email, who's seriously fighting against spam and different junk email filters, SMS is safe. Mobile phones don't have a spam box, so upon hitting the send button you can be sure your marketing message has arrived safely. Even if the mobile phone is switched off or out of the signal, SMS will be delivered within 48 hours of being sent.

3 Market Requirements

Communication is a cornerstone of corporate activities in any era or industry. Co-workers, partnering organizations and customers must be able to reach out and connect with one another in order to ensure smooth transactions and other business dealings. Although there is little doubting the importance of being able to communicate both internally and externally, many companies are still facing significant issues when it comes to this all-important function.

Mobile has become the primary communications channel yet many brands still treat it as an afterthought. This is partly because it can be challenging to ensure every online experience displays properly on different screen sizes and operating systems. SMS is inherently native to mobile, so you don't run this risk. Whether your customers use an Android, iPhone, Windows or an older handset, your message will always fit on the screen and be easy to interact with.

SMS ensures that your customers can engage support directly, no matter where they are, even if they don't have a mobile support app on their phone.

No one likes to be kept on hold for customer support. And while offering a call back service is one way to escape on hold hell, calling someone back also means an agent needs to be free to make the call and your customer has to be available to answer the call. Customer service agents can handle multiple SMS support at the same time. It's easy to jump between customers, give each customer the attention they deserve, increase efficiency, and increase customer satisfaction at the same time.

Send automated text responses: When customers submit a request, set up this trigger to automatically notify them you've received it.

Alert agents when a ticket needs attention: Help ensure your agents prioritize tickets appropriately by notifying them when tickets that meet certain criteria need attention. This can be helpful if you want to prioritize tickets from VIP customers or have Service Level Agreement (SLA) targets to meet.

A simple reminder can be just the nudge someone needs to return and complete the transactions or response to request.

When you're sending a reminder message, include offers or just a call back to complete request you express your concern for the user and increase customer experience.

Use MessageInSky to relay information to your team about:

- Project updates
- Emergency alerts
- Production metrics
- Team deadlines



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- Employee accolades
- Event schedules

When you send texts directly to your employees, you can assume the message is received. In fact, ninety percent of all text messages are read three minutes after being sent.

4 Business-Oriented Customer Use Cases

Pre-Conditions: Login Dynamics 365, Mobile device

Post- Conditions: MessageInSky add on Dynamics 365

4.1 Inter-office Communication

Use Case: Inter-office Communication

Id: MR-001

Description:

This use case describes how to increase employee engagement and quality communication by texting.

Benefits: Almost everyone in the world texts, so instead of sending a long list of back-and-forth emails, communicate with your team through text. Inter-office communication can be improved by adopting a text messaging system for updates, events, and information.

Activities include:

1. Login Dynamics 365
2. Create Activity SMS for events, information or update
3. Send SMS

Stakeholders and Interests:

Technical support staff (often called “Technical Sales” or “Development Engineering”)

Salespersons

Contact Center Agent

Trigger:

Case Update

Data Required:

Mobile Phone Number

Frequency: at each case update or as desired/ on demand

4.2 Alerts for Customers

Use Case: Alerts and Notifications are Shown to Increase Customer Satisfaction

Id: MR-002

Description:

Send out text alerts and notifications to inform and update your customers.

Benefits: Sending out information about a customer's order or shipping details through text is an easy way to seem thoughtful and helpful. These instant messages can make a world of difference in customer satisfaction.

Activities include:

1. Login Dynamics 365
2. Create Activity SMS for Customer request update
3. Send SMS

Stakeholders and Interests:

Customers

Trigger:

Customer request update

Data Required:

Customers contact mobile Phone Number

Frequency: at each customer request update

4.3 Gain Brand Loyalty

Use Case: Allow your users to join SMS loyalty programs for increased customer satisfaction

Id: MR-003

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Description:

Send out SMS messages to join loyalty program

Benefits: Over 50% of consumers say they would be happy to sign onto an SMS loyalty program. Considering that 90% of users who have joined an SMS marketing campaign feel that they've benefited from it, it's strange that only 21% of brands are reaching out.

Activities include:

1. Login Dynamics 365
2. Create Activity SMS for loyalty program
3. Send SMS

Stakeholders and Interests:

Marketing staff

Customers

Trigger:

SMS marketing campaign

Data Required:

Customers contact mobile Phone Number

Frequency: as desired

4.4 Customer Support SMS

Use Case: Use texts to send out replies to support questions and cases

Id: MR-004

Description:

Send out SMS messages as replies to support questions and cases

Benefits: By offering automated replies to support questions, and notifying support personnel of new requests, you can increase customer satisfaction and response time in a cost-effective manner. Let your customers know (on your website and through email) that you're available to be



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texted. Help customers interact with your brand on their terms. Reminders and tips for your audience can go a long way.

Activities include:

1. Login Dynamics 365
2. Create Activity question
3. Create Activity SMS for replies on questions
4. Send SMS

Stakeholders and Interests:

Customercare staff

Customers

Trigger:

Customers question

Data Required:

Customers contact mobile Phone Number

Frequency: on question