

Introducing Plan B's new

BUSINESS CONNECT

SMS Multi-channel Messaging Service



Have you considered...

- 1 ... the need for URGENT or IMPORTANT communication with staff or customers?
- 2 ...using SMS as part of an Omni-channel strategy, considering that it has the highest open rate (98%) among all comms channels?
- 3 ... the increasing use of business-related SMS messages?

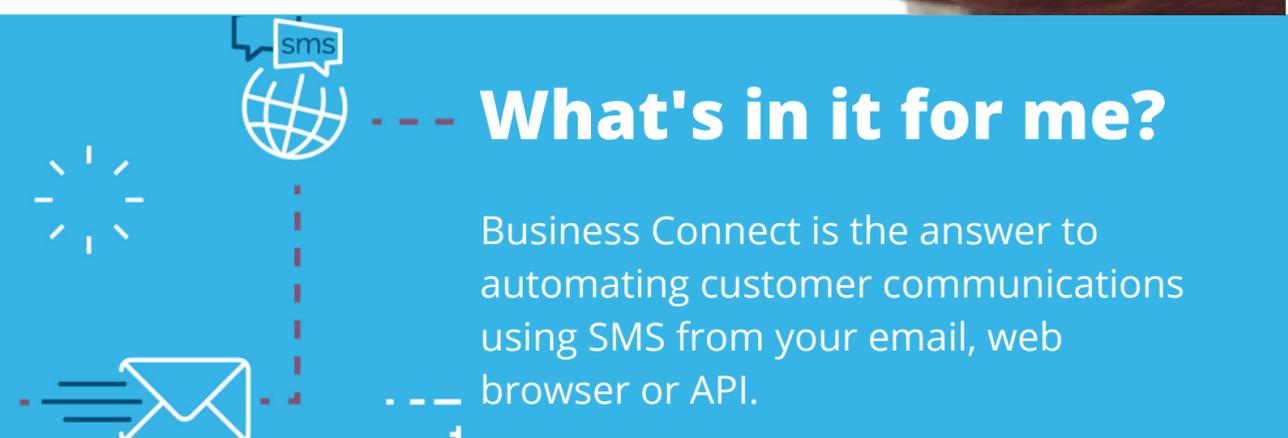
Get your message into your customers hands

The average person checks their phones about 110 times a day and 90% of people read an SMS within 3 minutes. SMS communication puts your message right where you team or your customer is always looking.



Go beyond the inbox and boost your customer engagement with SMS.

- Reach customers where they are and much sooner than email alone. PLUS SMS has a much higher open rate.
- Plan B's Business Connect allows you to send or schedule personalised SMS messages from the same platform as your emails – no additional software required.
- Create your SMS quickly and early, get detailed reports and managed responses.



What's in it for me?

Business Connect is the answer to automating customer communications using SMS from your email, web browser or API.



Cost Effective

Reduced and measurable costs compared to traditional communication campaigns.



Fast

Instant access to a wider audience with an open rate of 98%.



Reliable

A direct connection to the largest and most reliable platform in New Zealand.



3 Fundamental Business Challenges



Busy Schedules

My business communications must fit around my staff and clients' busy schedules.



ROI Measurement

Every cent needs to be measured against my business's true ROI.



Immediate Action

My communications are time sensitive. I need a platform that is reliable and always available.

Talk to our team about Business Connect SMS

See how Plan B's technology services can dovetail into your business operations.

Arrange a no-obligation meeting with our SMS experts and start a project together.

[REQUEST A CALL](#)

or Call 0800 266 846

