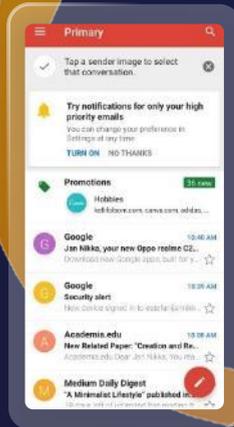




Smartflo CPaaS

A Comprehensive Solution
for Modern Communication



Market Trends



Increasing preference for omnichannel

77% of Indian shoppers prefer to shop from an omnichannel brand ¹



Personalised CX becoming a differentiator

Integrated CPaaS offerings can **increase marketing ROI by 25%** while lowering the cost of engagement by 30% ²



Driving exponential CPaaS adoption

Indian CPaaS market is growing at a phenomenal rate of 25% and is expected to reach **USD 3 billion** by 2029 ³

Source: 1. [India's Consumer Trends Unveiled: Future Shopper Report 2023 \(dfupublications.com\)](https://www.dfupublications.com/) 2 and 3. [CPaaS Companies in India Market - Size, Share & Industry Analysis \(mordorintelligence.com\)](https://www.mordorintelligence.com/)

Business Challenges



Limited Scalability and Flexibility



Inefficient Communication Channels



Fragmented Communication Landscape



High Costs and Complex Infrastructure



Introducing Smartflo CPaaS

Smartflo CPaaS (Communication Platform as a Service) is a cloud-based platform that seamlessly integrates various communication channels (Voice, Messaging, Video, Email, through APIs) creating best-in-class user experiences.

Top Benefits



Omnichannel
Communication



Seamless API
Integration



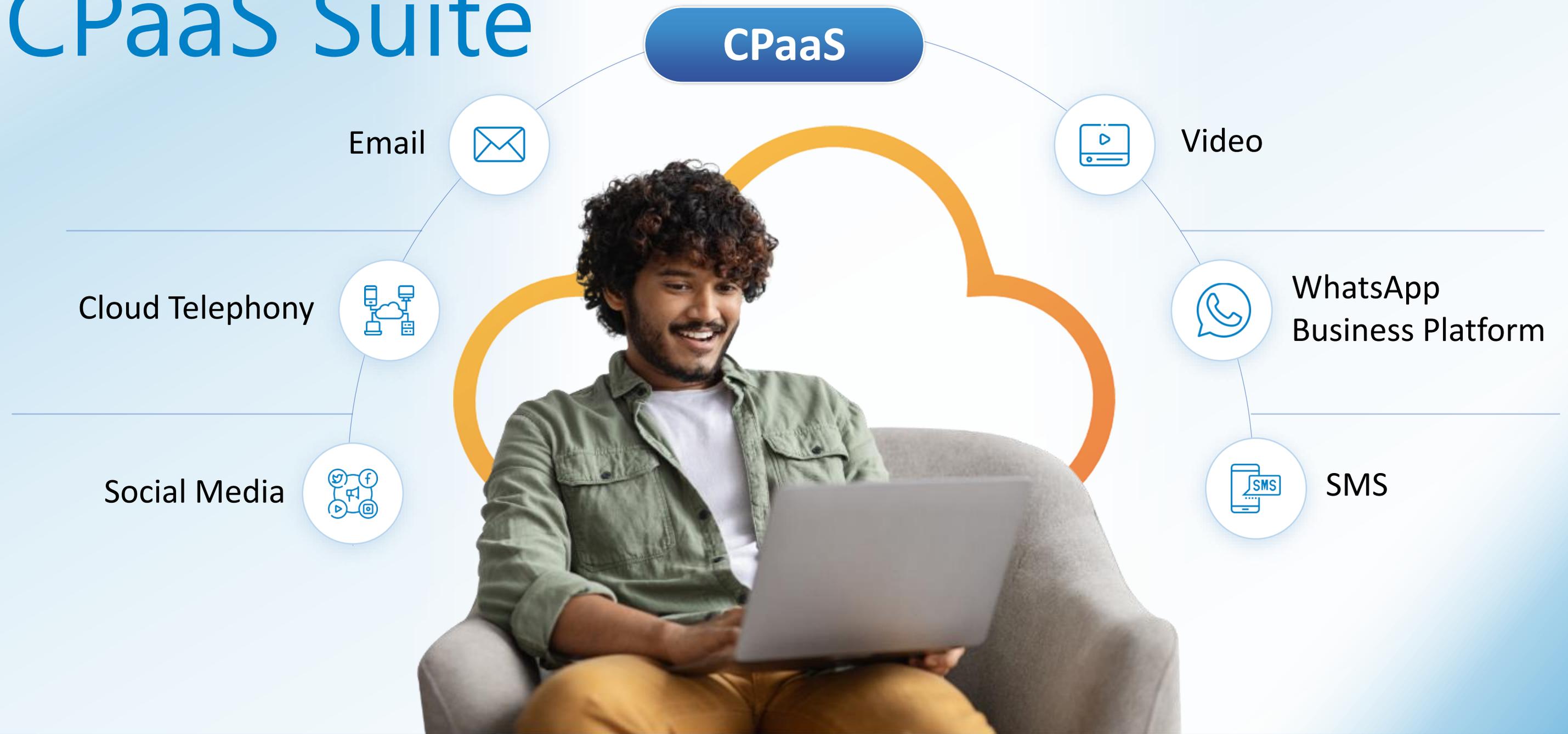
Real-Time
Synchronization



Enterprise-Grade
Security & Privacy



Smartflo CPaaS Suite



Key Benefits



Enhanced Customer Experience



Competitive Advantage Through Personalized Communication



Cost Optimization Through Simplified Cloud-Based Infra



Enhanced Agent and Employee Productivity



Improved Campaign Efficiency Through Streamlined Communication

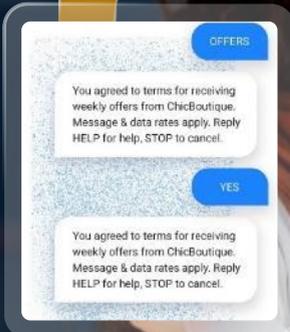


Plug and Play Service



Use Cases for Various End User Personas

Practical scenarios to illustrate how you can leverage the product to address real-world problems and meet specific needs



End User Personas

	 Marketing and Sales Teams	 Customer Service Representatives	 Supply Chain and Logistics Professionals	 Product Managers and Developers
 Challenges	<p>Disjointed communication channels; Ensuring connectivity across diverse platforms; Adaptable solutions.</p>	<p>Managing communication disruptions; Ensuring connectivity across diverse devices; Adaptability in handling various scenarios.</p>	<p>Managing interruptions; Ensuring connectivity across diverse devices; Seeking versatility.</p>	<p>Addressing interruptions; Ensuring connectivity across diverse platforms; Pursuing adaptability.</p>
 Needs	<p>Integration of contextual communication by responding to customer inquiries through email and web portals.</p>	<p>Integrated customer query handling leveraging information of the customer issue across channels.</p>	<p>Flexible call context for handling supply chain partner requests through email and web portals.</p>	<p>Flexible communication context for handling development requests via email and web portals.</p>
 Works with	<p>Customers and internal staff.</p>	<p>Customers and frontline staff.</p>	<p>Employees and value-chain partners.</p>	<p>Industry, academia and customers.</p>

Use Cases



HEALTHCARE: Telehealth and Remote Patient Monitoring

CPaaS enables secure video consultations, messaging for appointment reminders, and real-time communication for remote patient monitoring.



RETAIL: Customer Engagement and Omnichannel Communication

CPaaS facilitates messaging (SMS, WhatsApp) for order updates, voice for customer support hotlines, and video for virtual shopping experiences.



FINANCE: Real-Time Verification and Transaction Alerts

CPaaS supports multi-factor authentication through voice or SMS, real-time alerts for suspicious transactions, and video for identity verification.



EDUCATION: Virtual Learning and Student Communication

CPaaS provides real-time video lectures, messaging for announcements and student communication, and APIs for integrating communication features into educational apps.

Why Choose TTBS?



Trusted Partner
for all ICT Services



Data Security
and Privacy



Single Portal to
Manage Your Bill



Best-In-Class
Customer Support

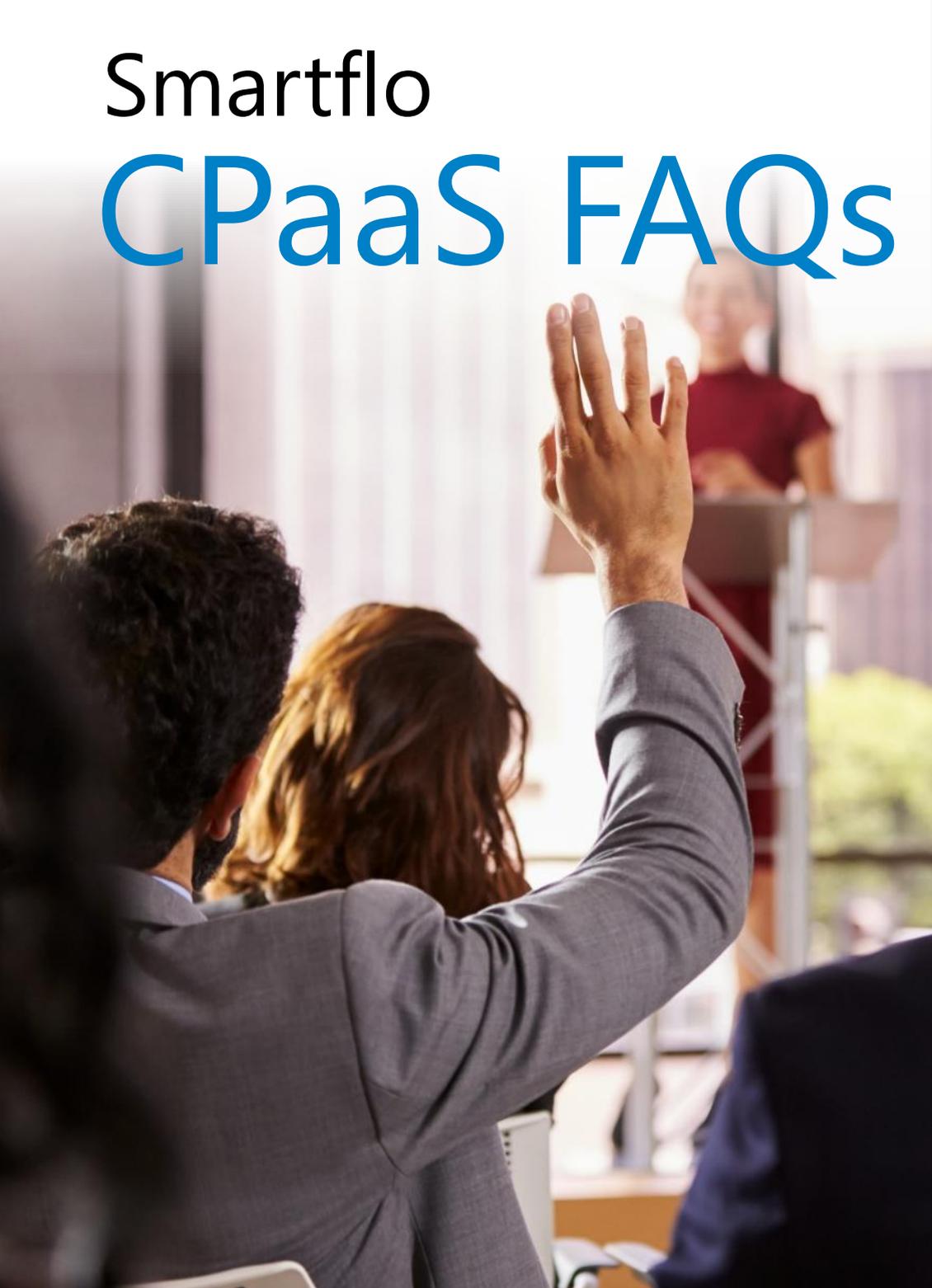


Cost Effective
Solutions



Enhanced Customer
Experience

Smartflo CPaaS FAQs



01

What is Smartflo CPaaS?

Smartflo CPaaS (Communication Platform as a Service) is a cloud-based platform that seamlessly integrates various communication channels, creating a comprehensive solution for modern businesses.

02

How does Smartflo CPaaS differ from traditional solutions?

Smartflo CPaaS (Communications Platform as a Service) differs from traditional solutions by providing cloud-based communication tools and APIs that developers can easily integrate into their applications, rather than relying on hardware or on-premises software.

03

What communication channels does Smartflo CPaaS support?

Smartflo CPaaS supports voice, video, messaging (SMS, chat), and API for various communication channels.

04

What are typical Smartflo CPaaS use cases?

Smartflo CPaaS is used for customer engagement, collaboration tools, contact centers, and integrating communication features like messaging, voice, and video into applications to enhance interactions and streamline business processes.

Smartflo CCaaS (Cloud Telephony)



Introducing Smartflo CCaaS

Smartflo CCaaS is our award-winning ultra-flexible, anytime, anywhere, advanced cloud communication suite.

A smart, multi-modal, multi-functional, flexible, scalable, secure and reliable suite of cloud-based communication solutions.



Top Benefits



Anytime, Anywhere
Communication



On-Demand
Scalability



Reduce
Operational
and Capital Costs



Enhanced
Customer
Experience

Key Features



Intelligent
Customer
Call Routing



Customized
Comprehensive
Dashboard



Agent
Monitoring



Smart Call Flows
to Agent



Intelligent
Assistant



Sticky
Agent

Key Benefits



Unlimited Calling With Click-To-Call Functionality



Easy and Fast Deployment



Easy Access to Analytics and Reporting Dashboard



Fully Customizable and Scalable



Save Costs With Reduced Voice Infra



Secure and Reliable Communication Suite



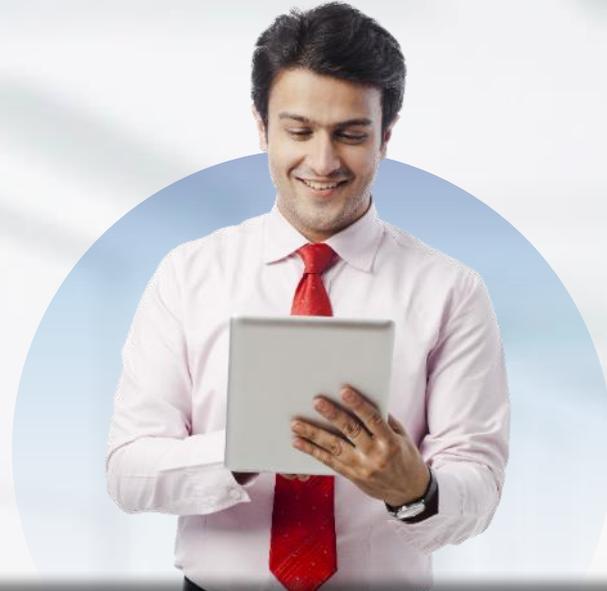
Use Cases



E-COMMERCE

Ensures that customers are directed to the right department or agent with features like call routing and IVR.

Enables businesses to manage customer inquiries, process orders, and provide support efficiently.



BFSI

Simplify onboarding, account management, and communication for a seamless banking experience.

Ensure compliance with regulatory standards through invaluable call recording.

Centralize customer interactions for prompt query resolution.



IT/ITeS

Centralize IT service requests for efficient resolution.

Enhance collaboration between IT teams, clients, and support.

Call recording ensures service quality, compliance, and effective employee training.



HEALTHCARE

Schedule appointments, manage patient inquiries, and offer telemedicine services.

Route calls to specific departments streamlines patient care.

Smartflo CCaaS Lite

Smartflo CCaaS Lite is a Cloud PBX solution tailored for micro and small businesses for inbound and outbound calling, interactive and multi-level IVR.



Client Number
Masking for Agent



Built-In Text to Speech With
Tailored Speech Output



3 Months
Call Recording



Encrypted
Communication



Programmable
Multi-Level (5) IVR



Intelligent Automatic
Call Distribution

Smartflo CCaaS Pro

Smartflo CCaaS Pro is a cloud-based contact center solution that empowers businesses by providing a flexible, scalable, secure, and reliable customer experience to meet evolving needs.



- Virtual Calling Number/Number Masking Solution
- Intelligent Customer Call Routing



- Intelligent Assistant
- Strong Security Layer With Multi-Factor Authentication



- Campaign Manager
- CTI and CRM Integration



- Smart Call Flows to Agent
- Call Event-Based Omnichannel Deflections



- Customized Comprehensive Dashboard
- Agent Monitoring

Smartflo CCaaS Advanced

Smartflo CCaaS Advanced solution is integrated with the Outbound Dialer service, enabling businesses to efficiently reach and engage multiple users with precise voice messages and targeted voice campaigns.

The solution is easy to use, scalable, and user-friendly, allowing businesses to run operations seamlessly without the need for costly hardware investments.



Campaign
Schedule
Management



OBD
Campaign
Management



Self-Care
DND
Management



Capture User
Input Details
Through DTMF



Audit Log
Management

WhatsApp Business Platform



Introducing Smartflo WhatsApp Business Platform

Smartflo WhatsApp Business Platform transforms customer communication, accelerating user engagement, boosting CX and ensuring impactful customer interactions. It offers an integrated customer experience with chatbots, campaign orchestration, and hybrid communications.

Top Benefits



Facilitates
Business-Customer
Communication



Enables Secure
and Trustworthy
Communication



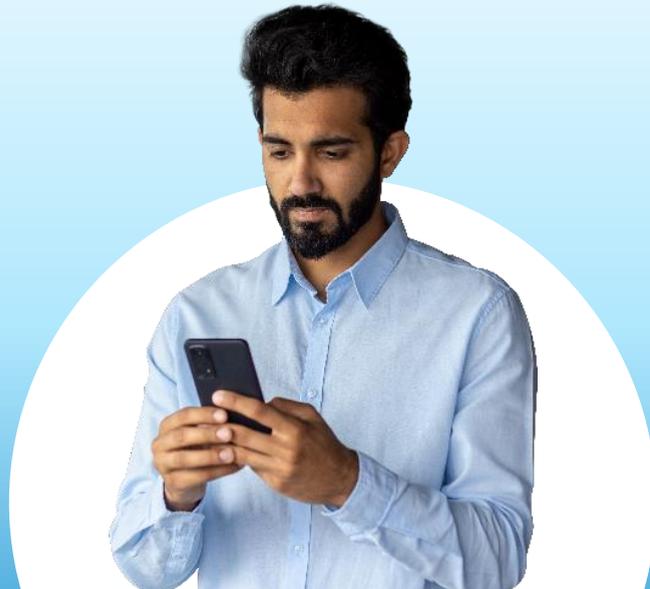
Automates
Customer Support
and Responses



Enhances
Brand Presence
and Visibility



Types of Messages



Utility Messages

Business-initiated messages for companies to send **post-transaction updates or billing notifications** to their customers

Marketing Messages

Business-initiated messages for companies **to market to or re-engage** their customers

Service Messages

User-initiated messages regarding **customer service**

Authentication Messages*

Business-initiated messages for companies to **authenticate users with one-time passcodes**

*Launching in India soon

Key Features

Supports Toll Free
on WhatsApp



Multi-Language
Campaign



Payment Integration



WhatsApp API Integration



Chatbot



Live Agent



Key Benefits



Rich and Personalised Communication



High Engagement with Automated Messages



Actionable Insights



DIY Chatbot



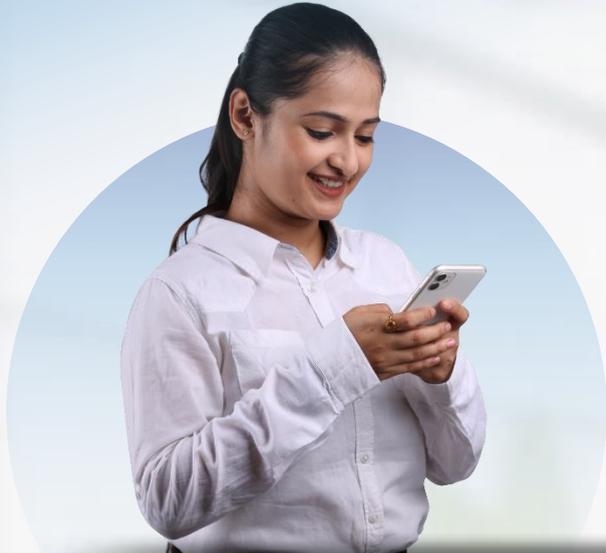
Real-Time Support



Cost-Effective



Use Cases



IT/ITeS

Coordinate project updates, client communication, and collaborate with team seamlessly

Enhance IT support by addressing queries, providing troubleshooting guidance, and offering real-time solutions

Simplify internal communication, including recruitment updates, employee engagement, and training programs



BFSI

Provide hassle-free onboarding, account updates, and transaction alerts for a frictionless banking experience

Uphold regulatory standards with secure and recorded communication, ensuring compliance in every client interaction

Centralize customer interactions for quick query resolution, enhancing customer satisfaction and trust in financial services



RETAIL

Streamline product enquiries, order tracking, and feedback collection for a personalized shopping experience

Facilitate seamless order placement, status updates, and delivery notifications

Implement and manage customer loyalty programs through exclusive offers, rewards, and personalized promotions



TRAVEL & HOSPITALITY

Offer personalized travel itineraries, booking confirmations, and real-time updates to enhance the customer travel experience

Simplify reservation processes, manage bookings and send timely reminders to optimize occupancy rates

Provide instant customer support for inquiries, feedback, and assistance, ensuring a seamless travel and hospitality experience

Email Platform



Hi John,

Too many requests, last minute shifts, and things to keep track of can make anyone's email feel a bit out of control, right?

On September 19th, 2024 at 12:00 PM PT, I'm running a Litmus Learning session with customer support expert Jonathan Imani to show how Litmus can do some of that work for you. If you join us, you'll learn a bunch of cool tricks in Litmus Builder, how to choose global email clients and other time savers in Litmus Checklist, and even how to set your preferences to cut out repeat tasks. Interested?

See your seat

See you there!

Lydia Finkelstein
Customer Learning Manager, Litmus

You're receiving this email because you have an account with Litmus. If you'd prefer not to receive updates, you can update your preferences in Litmus.

Litmus is located at 875 Massachusetts Ave., Cambridge, MA 02138.

Introducing Smartflo Email Platform

Smartflo Email Platform is an intelligent and user-friendly email engine which simplifies and streamlines communication for businesses.

Top Benefits



Targeted
Communication



Personalised
Experience



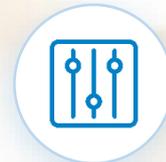
Measurable
Touchpoints



Increased
ROI



Key Features



Large Traffic Volume Management



Dedicated IP Pool and Infrastructure



Scalable With Best Deliverability



Advanced Email Traffic Analytics



Custom APIs and Solutions

Key Benefits



Email Privacy and Security



Simplified User Interface



Protection Against Email Tracking



Enhanced Control



Compliance With Regulations



Measurable Marketing Metrics



Use Cases



E-COMMERCE

Customer communication on new products, sales, and offers

Encrypted and highly secured exchange for emails containing payment, banking and credit card information



BFSI

Communicate updates on investment portfolios, market insights, and financial advice to clients

Ensure protection from unauthorized access of confidential documents



HEALTHCARE

Secure communication with patients to ensure protection of sensitive medical information and test results

Schedule appointment reminders, health tips, and personalized messages to patients



HOSPITALITY

Send personalized offers, promotions, and loyalty program updates to guests

Send encrypted booking confirmations and other travel-related information to guests



Video Platform

Introducing Smartflo Video Platform

Smartflo Video Platform is a cloud-based solution that provides on-demand video conferencing and communication tools, enabling seamless virtual meetings and collaborations across geographies and devices.

Top Benefits



Dedicated Meeting Room for 100 Attendees



Encryption for Privacy and Security



Whiteboard for Instant Collaboration



Enhanced Communication and Collaboration

Key Features



Video Hosting and Storage



Advanced Video Encoding



Live Streaming Capabilities



Comprehensive Analytics and Reporting



Security and Access Controls



Customization and Branding Features



Key Benefits



Enhanced
Collaboration



Omnichannel
Experience



Unique UX With
Custom Branding



Improved First
Call Resolution



Regulatory
Compliance



Actionable
Insights

Use Cases



RETAIL

Product demonstrations and reviews

Live shopping events and interactive product showcases

Customer support via video chat and tutorials



EDUCATION

Online courses and tutorials with video lectures

Virtual classrooms and webinars for remote learning

Interactive assessments and quizzes using video content



BFSI

Secure video conferences for financial consultations

Educational content on financial planning and investments

Compliance training and documentation



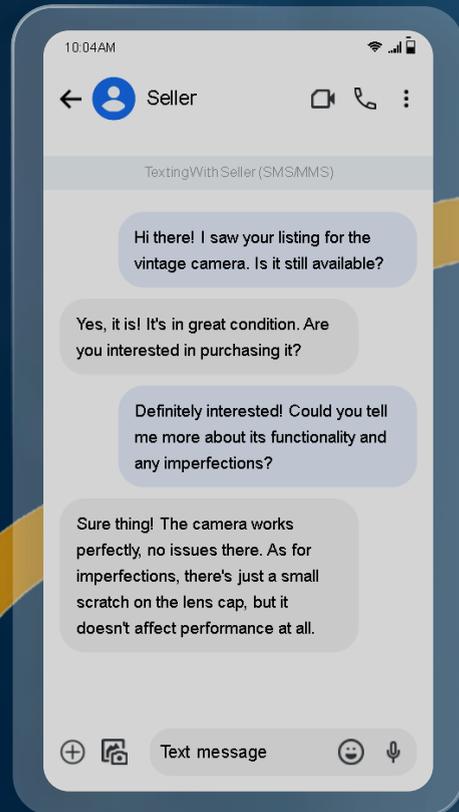
HEALTHCARE

Telehealth consultations and remote patient monitoring

Medical training and education using video content

Secure sharing of medical records and diagnostic videos

SMS



Introducing SMS Solutions

SMS Solution is simple web-based application or API interface which allows you to send messages to an individual or a group of individuals. It is an efficient messaging platform that enhances business communication, offering seamless connectivity and streamlined messaging for optimal efficiency and engagement.



Top Benefits



One-Stop
Shop Solution



Flexible
Pricing Models



Standard and
Customized
Application



Dedicated
Bandwidth
and Capacity

Key Features

Swift Message Delivery



Geographically Redundant Infrastructure



Direct Telecom Operator Connectivity



Detailed Reports for SMS Campaigns



User-Friendly Campaign Manager Portal



Telecom-Grade Data Security



Web-Based Application



API Integration



Key Benefits



**SMPP/HTTPS/HTTP
Connectivity**



**Billing Based on
Actual CDRs**



**Customised and
Scalable Solution**



**Push
Services**



**Dedicated TPS
Based on Volumes**



**Data Security
and Privacy**

Use Cases



TRAVEL

Simplify onboarding by sending confirmation messages for bookings, reservation details, and check-in instructions

Enhance account management through personalized SMS alerts for loyalty program updates, exclusive offers, and travel itineraries

Centralize customer interactions, providing a prompt and reliable platform for handling reservation changes, inquiries, and feedback



EDUCATION

Simplify student onboarding by sending timely notifications for enrolment, class schedules, and important announcements

Facilitate seamless account management through automated SMS alerts for fee reminders, exam schedules, and academic updates



BFSI

Implement A2P SMS for two-factor authentication, transaction alerts, and account notifications, ensuring a seamless and secure banking experience

Maintain compliance with regulatory standards by leveraging A2P SMS for essential communication and documentation



HEALTHCARE

Streamline patient onboarding by sending automated reminders for appointments, medication schedules, and follow-up visits

Simplify account management through secure SMS communication for medical test results, prescription updates, and billing information

Centralize patient interactions allowing healthcare providers to promptly address patient queries and concerns

Thank You

#TimeToDoBig

Website

