



American Express
United Kingdom

.. make an impossible job **possible**

Charlotte Taylor chose Zaptext as her tool to manage and motivate a UK-Wide team of American Express Sales Advisors.

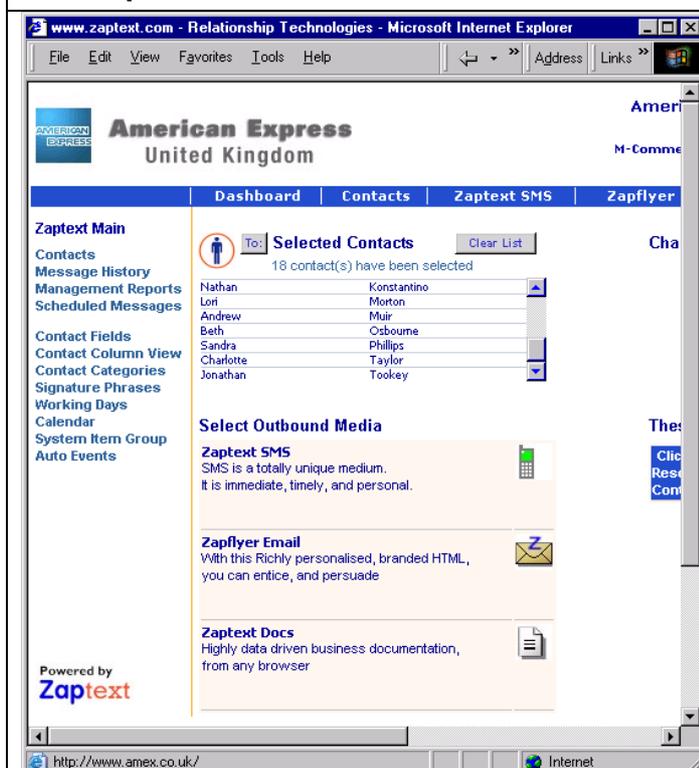
“Zaptext is beneficial in so many ways, and really did make an impossible job possible”, says Charlotte. “Being web based, I can use the system from anywhere, and it didn’t involve any drawn out installation procedures or I.T. department approval

The ability to send pre-timed bulk SMS is superb. I know that, wherever the advisors are, I have a way of communicating with ALL of them , without interrupting their customer meetings”

The ability to get all the sales figures sent in by text is great. I can see everything immediately in my browser, and I know who is doing well, and who needs some help.

The most impressive thing is that Zaptext is so configure-able. I can see how it slots straight in to different companies, and solves their unique problems”

1 – Zaptext is 100% web based



✓ Cover all the bases , formal business documents, professional quality e-mail, and SMS.

✓ Store whatever contact Information you need, on a secure , configurable web-database

✓ Database is accessed over the web , so all you need is a browser

✓ Minimal set-up time, and no I.T. department headaches

✓ All data held on secure hosted database, with transparent back-up

② Batched Zap-Flyers created with Smart-Prompt



✓ User only needs to enter the “bare minimum” into Smart-Prompts

✓ Bulk, Branded, Richly Personalised Zap-flyer E-Mails go out to ALL relevant contacts at once



“Zap-flyers gave me a way of sending personalised, business quality e-mails, to ALL contacts with just a few simple clicks”



Zaptext
components
(see key)



3 Forward Schedule personalised SMS

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ed Kingdom

Dashboard | Contact | Dashboard | Contacts | Zaptext SMS | Zapflyer E

Accept replies to my mobile phone

Sender: AMEX UK

Send Date: 06/07/2004

Send Time: 10 : 00

Send Later

Include www.amex.co.uk in the message

Signature Phrase: Charlie

Message Type: General

Smart Prompts

call Nathan this week, he has a great idea for pitching new card services

Msg to go after forename

Batches can be forward scheduled

David, call Nathan this week, he has a great idea for new card ser

Laura, call Nathan this week, he has a great idea for pitching new card services

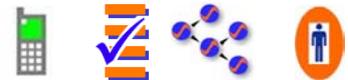
✓ Bulk, Branded, Richly Personalised text messages go out to ALL relevant contacts at once



✓ ANY data from a contact record (not just 'forename') can be automatically embedded in an SMS

"Using Zaptext Event Chains, I could 'set & forget' the date & time for the messages to be sent"

Zaptext
components
(see key)



4 Zaptext In-Bound turns Sales Figures via SMS into Real Time picture

Sales figures sent via text

Contacts - Microsoft Internet Explorer

Sales figs automatically summarised for Sales Manager, via Zaptext

Forename	Sales To Date
Fleur	3886.50
Kevin	1298.00
Laura	2208.54
Ollie	2104.79
Steven	1405.00

✓ In-Bound processor knows who sent the text message.

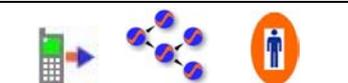
✓ Safety filtering keeps out unwanted texts

✓ Manager gets a text if there is something they should know (e.g. sales figures are really great, or dissapointing)

✓ Dramatic time and cost savings

✓ Data available in REAL TIME

Zaptext
components
(see key)



<p><i>"Zaptext makes an impossible job possible. Being web based, I could use the system in the office, or from home, and it was easy to keep my senior manager in AMEX informed"</i></p> <p><i>"The ability to have communication with the entire sales team , regardless of where the individuals were, resulted in huge time and cost savings"</i></p> <p>Charlotte Taylor , AMEX Remote Sales Manager</p>	
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Key to Zaptext Components	
	Zaptext SMS: Richly personalised SMS sent automatically or by you (singly or in batches). A unique , and timely way to get information to your customers and associates.
	Zaptext Inbound : A way to process incoming SMS messages, analyse & summarise their content, and trigger other events, automatically.
	Zap-flyer e-mail: Richly personalised , track-able , and in any graphical style you want. You can use Zap-flyers to persuade, engage, inform , and sell.
	Zapcapture : Branded Data Capture screen , which stores your customers data in a secure, hosted web-database. Automatically triggers outbound media such as zap-flyer e-mail and SMS via an event chain.
	Zaptext Event Chain: A technology which allows you to automate many of the things which need to happen to manage your relationships.
	Zaptext Professional Services: A team of professional web designers, who take your existing marketing collateral (email / images / campaign logos) and turn it into vibrant communication media.
	Zaptext Smart-Prompts: A technology which allows you to provide the "absolute minimum" information when preparing bulk mobile and e-mail campaigns.
	Zaptext Linkoids : Track-able link which routes the contact back to their own record via Zapcapture so they can add more data, or amend their profile. Further events can be triggered via successive "visits" (You don' have to get involved)

 <p>American Express United Kingdom</p> <ul style="list-style-type: none"> - The most recognisable brand in their sector - Provide outstanding products and unsurpassed service that, together, deliver premium value to their customers. - American express have experienced 150 years of re-invention 	 <ul style="list-style-type: none"> - Hosted CRM - Multilingual Digital Marketing - Business Process Automation <p style="text-align: right;">info@zaptext.com </p>
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