This document details how to use Teleduce platform, features available and on the way features.

Teleduce, Integrated Marketing and Communications

Platform Guide

Corefactors Team

Contents

Teleduce - Introduction

Teleduce, the next generation integrated marketing & communication platform enables flow of business functions easing your marketing & communication activities. With Teleduce you can,

01

Market your services/products across multiple Channels

02

Collect leads, prioritize, assign and manage leads

03

Communicate with leads & contacts across channels

Additionally Teleduce has the capabilities which increase the productivity and efficiency of the marketing and communication functions.
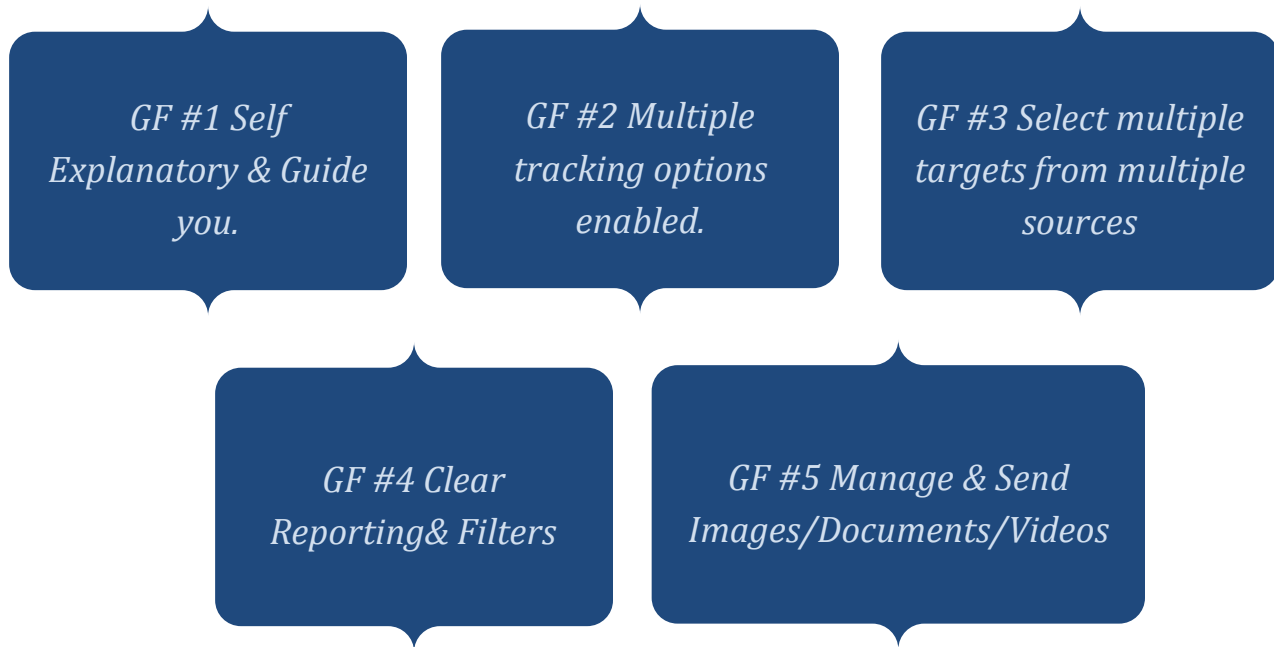
1. Tracks marketing activities, engagement and communication.
2. Supports segmentation and target management
3. Proactively measures campaign performance, send reports and statistics.

Add your phone to the cloud!

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SMS+

SMS+, next generation SMS marketing platform enables easier campaign management, offers multiple tracking channels, draws intuitive & clear reporting.

SMS+ offers following great features (GF).

GF #1 Self Explanatory & Guide you.

GF #2 Multiple tracking options enabled.

GF #3 Select multiple targets from multiple sources

GF #4 Clear Reporting& Filters

GF #5 Manage & Send Images/Documents/Videos

How to Navigate – Marketing ➡ SMS+

SMS+ is process oriented tool which guides you to define inputs and run campaign. It offers unique steps to define the campaign, target, tracking, content and scheduling. Each step is self-explanatory and provides more information to help you.

📢 Campaign Info | ☁ Contacts | 📅 Tracking Option | ✉ SMS Text | ⏱ Send SMS
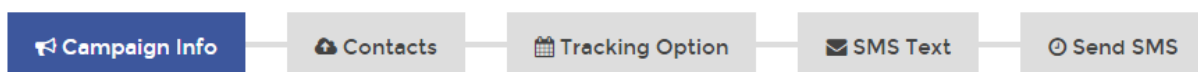
GF# 1 Self-explanatory & guided process to create a campaign.

Step 1. Define Campaign Info.

a. Input unique campaign name (mandatory field) which helps you to identify while viewing reports. Platform doesn't allow to create same campaign name. Campaign name should not be more than 20 characters.

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b. Input campaign description where you can define a series of text which helps you to understand more about the campaign.

c. Select route (mandatory field) thru which campaign has to be triggered. Following 3 options will be available based on your subscription viz…Promotional, Promotional with Sender ID, Transactional.

d. Select sender ID (mandatory field), which will be used while sending messages. System can list down multiple sender ID's (have to be requested & activated already) and you can choose them as per your campaign requirements. For promotional route, this field will be disabled.

Campaign Name *

Campaign Name

Campaign name should be below 20 charactors or 20 charactors.

Campaign Description

Campaign Description

Select Route *

Select Route ▾

Select Sender ID *

Select Sender ID ▾

Step 2: Define Targets

Upload option *

| 🖻 Manual | ⊕ File Upload | 👥 Groups | 👥 Targets |

Mobile Number *

Enter Mobile Number

✔ Mobile Numbers Count: **0**

View Invalid/Redundant Numbers

✖ Invalid/Redundant Numbers Count: **0**

Platform allows choosing targets from different sources.

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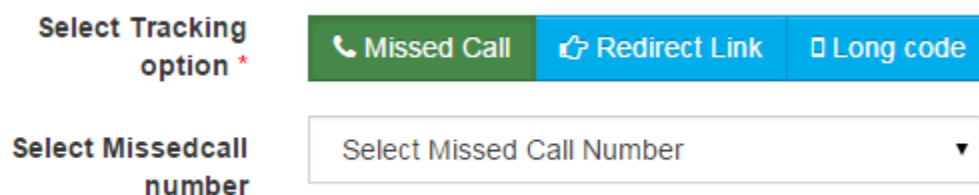
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Manual - You can copy or type the list of numbers in Mobile Number place holder. System calculates and displays the valid, invalid and redundant contact count. Redundant contacts will be removed by default.

File Upload – You can upload the file (only .csv) with list of contacts and personalized messages.

Groups – You can choose the group of contacts from address book which you already maintain. This could be your customer/employee/vendor/any group of contacts.

Targets – You can choose the targets which you have segmented and created targets in List Management application (refer section List management).

Step 3: Define Tracking Options

Select Tracking option *	📞 Missed Call	🔗 Redirect Link	☐ Long code
Select Missedcall number	Select Missed Call Number ▾		

GF#2 Track campaign engagement & interests thru missed call/inbound SMS/Unique link

While sending SMS Campaign, choosing a tracking option helps to engage with the interested ones instantly. This also helps to maintain an opt-in database. [# Increase engagement with Drip Marketing tool. Refer section Drip Marketing]. You may have to define your missed call/Inbound SMS campaign before choosing them here (Refer Section Missed Call/Inbound SMS).

Select the tracking option and choose the number for tracking.

Step 4: Define Content

Define content. System will show the no of characters and SMS credits will consume.

On the way features:

- Send language SMS with inbuilt transliteration tools.
- Send target specific contents in the same campaign.
- Receive content recommendation.
- Resend/Duplicate campaign for the failed contacts.
- Start/Stop/Pause Campaign.

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- *GF#5 Send Images, videos and documents over SMS*

Message * | Message

No of Characters | No of Units

Step 5: Define Schedule or Trigger

Click on Go button to trigger or schedule the campaign for the specified date & time. System will alert you over SMS & Email when campaign starts, if scheduled.

Schedule Time | Select Date time

Now your campaign is ready, click 👍 | **GO !**

Campaign Report

GF #4 Clear delivery status (count) with technical failure details. Delivery report also enables engagement statistics.

Report displays high level campaign name, date of campaign and campaign status details. It displays number of messages sent, delivered, submitted, clicked, DND & failed. Report also displays the list of contacts, messages triggered, delivery status, tracking (engagement) and updated time. On hovering over the delivery status, system shows the technical delivery status.

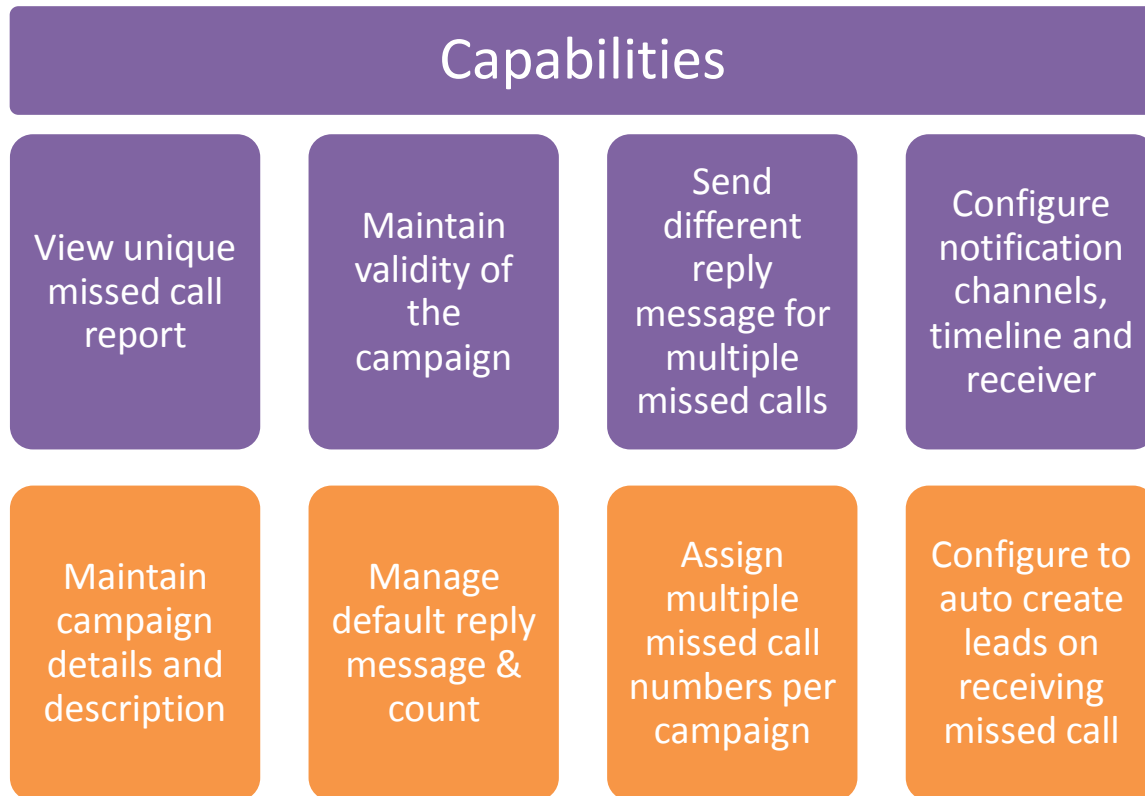You can also download the report in CSV & PDF (Coming soon).

While triggering campaign, credits will be deducted for DND contacts also. Platform returns the credits consumed for DND while updating the campaign status.

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Campaign Info

✉	**Campaign name :** ▬▬▬▬▬	**Date :** 11-15-2015 10:56 AM	**campaign_status :** Completed

Filter | Export SMS CSV | ↩ Back to campaign | ⌃

25 SENT ✓	**9** DELIVERED 👍	**25** SUBMITTED ✓	**0** CLICKED 📷	**0** DND / REJECTED ✗	**0** FAILED ✗

Mobile Number	Message	SMS Unit	Sender ID	Missed Call	Status	Date ▲
▬▬▬	Hi, We are happy to showcase our new next generation multi channel marketing platform. Give us a missed call to 08067335533 and try the new platform which offers multi channel marketing, lead management and Communication across channels.	2	CORFCT	67335533	Submitted	15-11-2015 10:59:08 AM

⟷

Missed Call/Inbound SMS

Missed call/Inbound SMS in Teleduce offers better campaign capabilities and customizations for each campaign. Missed Call Solution has been designed to handle different scenarios. It also offers web notifications with simple integration.

Capabilities

View unique missed call report	Maintain validity of the campaign	Send different reply message for multiple missed calls	Configure notification channels, timeline and receiver
Maintain campaign details and description	**Manage default reply message & count**	**Assign multiple missed call numbers per campaign**	**Configure to auto create leads on receiving missed call**

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Additionally, Inbound SMS has a special capability to receive email ID's in SMS text and send a reply email to the email ID available in the SMS text. The reply email can be configured in the platform.

How to Navigate – Marketing ➡ Missed Call or Marketing ➡ Inbound SMS

Create missed call campaign.

Click on **New Campaign**

Define Campaign Name and Description.

Define campaign validity and select missed call number (if you subscribed for multiple numbers)

Define Notification Settings.

🔔 **Notification Settings**

Your notification settings update here.

☑ Unique Report

Notification Channel

| SMS | ▼ |

Notification Timeline

| Selct Notification Timeline | ▼ |

Notification mobile number

| Mobile Number |

Select Unique report to view unique missed calls.
Select Notification Channel as SMS or Email. If you choose SMS as notification channel, you can list down the list of mobile numbers separated by comma to which notifications will be sent when missed call is received.

🔔 **Notification Settings**

Your notification settings update here.

☑ Unique Report

Notification Channel

| Email | ▼ |

Notification Timeline

| Selct Notification Timeline | ▼ |

Notification Email ID

| Email ID |

If you choose email as notification channel, you can list down the list of email IDs separated by comma to which notifications will be sent when missed call is received

Select Notification Timeline.

All	Selecting this option will send all the missed call details whenever it is received.
Every 4 hour	Selecting this option will send all them missed calls received for last 4 hours.
End of Day	Selecting this option will send all the missed calls received by end of day. This report will be sent by 12 am
End of 5 Days	Selecting this option will send all the missed calls received for last 5 days. This report will be sent every 5 days.

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Define Reply Message Settings.

✉ **Message Settings**

○ Default reply message   ○ Multiple reply message

Your message settings update here.

Select default reply message. You can define the reply message which will be sent for each missed call received. You can also define number of times the reply SMS has to be sent to a contact.

✉ **Message Settings**

◉ Default reply message   ○ Multiple reply message

Your message settings update here.

Reply message

| Reply message | count |

Select multiple reply messages. You can define different messages for number of times missed calls is received from a contact. For instance, Contact A gives missed call 1, he receives reply message 1. Contact A gives missed call 2, he receives reply message 2 and so on. To define multiple reply messages, select + button to add more messages. Similarly you can remove the messages by clicking – button.

✉ **Message Settings**

○ Default reply message   ◉ Multiple reply message

Your message settings update here.

Reply Message 1 *

| Message | ➕➖ |

Reply Message 2 *

| | ➕➖ |

Missed Call Campaign Report

Platform details the campaign report as shown below. The ✅ icon indicates, campaign is live.

Report clearly shows the number of missed calls received per campaign. On click on ✏ edit icon, you can redefine the settings defined while creating campaign. You can also delete the campaign using the delete icon.

Alert: Deleting the campaign will delete all the missed calls received.

Campaign Name	From Validity	To Validity	Date ▲	Total count	Action
✅ 67335520	6-11-2015 12:00:00 AM	30-11-2015 12:00:00 AM	6-11-2015 4:17:59 PM	3	✏🗑

Click on Campaign name link, system will list down the missed calls received. You can download the list of missed calls by clicking the export csv option.

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Received At	From Number	Inbound Number	Operator	Circle	Reply SMS Status	Web Request Status	Action
14-11-2015 9:29:01 AM		67335520	Aircel	Chennai	sent	Not Applicable	⊕▢📞
6-11-2015 4:24:08 PM		67335520	Vodafone	Karnataka	sent	Not Applicable	⊕▢📞
6-11-2015 4:20:59 PM		67335520	Tata Docomo	Karnataka	sent	Not Applicable	⊕▢📞

Showing 1 to 3 of 3 entries

System allows you to communicate with the contact who gave missed call. You can call/SMS them directly. It also allows you to add the contact to your address book.

List Management

List Management is a solution to manage large contact lists, apply filter and segment lists, create & manage targets. The targets created in this list management application can be used across marketing campaigns. List management application can upload contact lists of any structure. But lists should hold at least one mandatory contact field i.e Mobile No or Email ID. Without contact field, upload will not be permitted. While uploading mobile no or email id will be validated and formatted to the usable format.

GF#7 List management application can also connect and pull data from external database sources.

How to Navigate – List Management

Upload List: Click on Upload New List button to upload list.

Click on Choose file and select the file.

After uploading file, system will request for mobile and email ID headers.

Select the Mobile Header

Select the Email Header.

Either one is mandatory.

Input List name for easier identification.

Click on Upload button.

✎ File Upload

Upload File *	Choose file ████████████████████
Mobile Header *	Select Mobile Header ▼
Email Header *	Select Email Header ▼
List Name *	

System will upload and prepare the list. While preparing the list, list will be on processing status.

List Name	File Name	Count	Uploaded at	Actions
Chennai Individual List	Chennai_Individual_List.csv	0	21-11-2015 3:17:48 PM	🔄 Processing

Once the file is processed, system will provide actions to create/view target and view/delete list.

List Name	File Name	Count	Uploaded at	Actions
Chennai Individual List	Chennai_Individual_List.csv	65533	21-11-2015 3:17:48 PM	🟩 🟪 🟦 ❌

Create Target

Click on create target icon to segment, create target and add contacts to target

List Name	File Name	Count	Uploaded at	Actions
Chennai Individual List	Chennai_Individual_List.csv	65533	21-11-2015 3:17:48 PM	Create Target 🟩 🟪 🟦 ❌

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System displays the list name, number of mobile & email contacts and headers available in the file. Click on any one of the header. System will group the data based on the header selected.

Instance: Consider you have a file with 65K records and 10 columns. Out of 10 columns, one column is mobile no (contacts) and other column is email ID (contacts).

Consider a scenario, where we need to segment the file by Age and create target with Age > 25. As shown below, Click on column Age and fill the filter by selecting the Age field, operator as Greater than and Value as 25. Click on Filter button to filter the list.

Click on Filter button to filter the list. Uploaded list will be filtered as per the selected filter values

Below image shows the Age value (Ex: Age = 48) and the number of records (Ex: Count – 86) for the value

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48	18	51	46	58	17	25
Count - 86	Count - 48	Count - 53	Count - 84	Count - 23	Count - 18	Count - 8624
50	38	55	52	23	34	63
Count - 58	Count - 440	Count - 27	Count - 59	Count - 8681	Count - 800	Count - 3
67	28	26	68	43	47	32
Count - 1	Count - 3990	Count - 6624	Count - 3	Count - 174	Count - 115	Count - 1243
31	75	73	14	35	30	15
Count - 1575	Count - 4	Count - 1	Count - 2	Count - 688	Count - 2112	Count - 11
41	62	22	20	42	74	77
Count - 242	Count - 7	Count - 5401	Count - 702	Count - 231	Count - 1	Count - 1
21	53	78	33	60	16	40
Count - 2389	Count - 44	Count - 2	Count - 1098	Count - 11	Count - 20	Count - 274

Now you can drag and drop each required tile to the create target section.

Target List

☰ Create Target   ✎ Choose Target

✕   48 (86)

You can also delete the selected tile by clicking the X icon.

After selecting all the tiles required for the target, provide target name and click on Create Target. Below success message will be displayed once the target is created.

☑ Success

Target created successfully with 109 contacts. Drag and drop your filtered contacts to prepare your target list

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View Targets

List Name	File Name	Count	Uploaded at	Actions
Chennai Individual List	Chennai_Individual_List.csv	65533	21-11-2015 3:17:48 PM	View Target

Click on view targets to view the list of targets and its contacts.

Target Name	Count	Category	Key Pair	Actions
Chennai_Ind_Age_GT_25	109	48 58	Age Age	✎ Edit ✕ Delete

You can edit target and delete target. Click on View/Edit List to view the list contents. Platform allows you to edit the content.

List Name	File Name	Count	Uploaded at	View/Edit List
Chennai Individual List	Chennai_Individual_List.csv	65533	21-11-2015 3:17:48 PM	

Following picture gives more info about the options available.

On the way features:
Filter the list based on the parameters available in the list.

Click on any list field/value, you should be able to edit inline. Click on Save to update the list with the edited content. Click on Delete List to delete the list.

List Name	File Name	Count	Uploaded at	Delete List
Chennai Individual List	Chennai_Individual_List.csv	65533	21-11-2015 3:17:48 PM	

List management by default allows maintaining half a million records per account. This is subject to change.

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