engage by cell

Five Mobile Solutions You Didn't Know You Needed

About Engage by Cell

- Cloud-based, no downloads
- 14 years in business
- No company in the U.S. offers our unique approach & tools
- 4,000 clients in 10 countries

engage by cell

Text Is the New Email

Stats

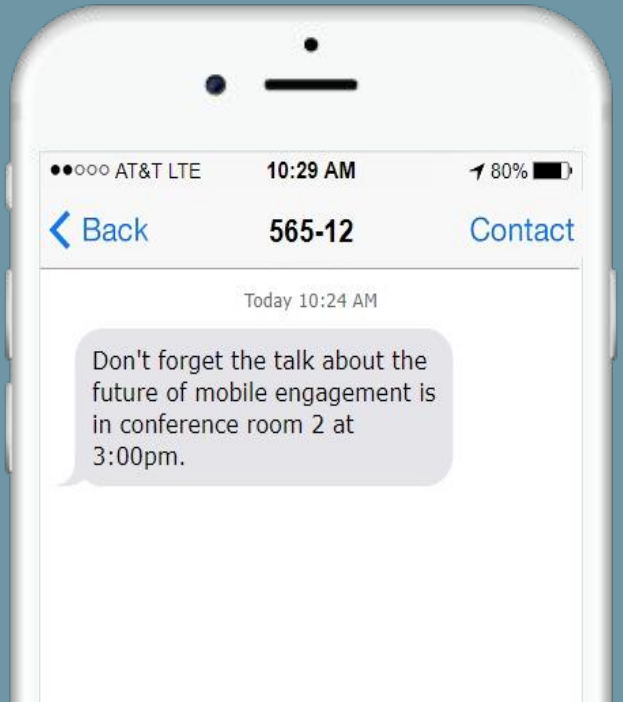
Text

- Text open rates are 97%
- 4.2 billion people text world wide
- 82% of text messages are read within 5 minutes

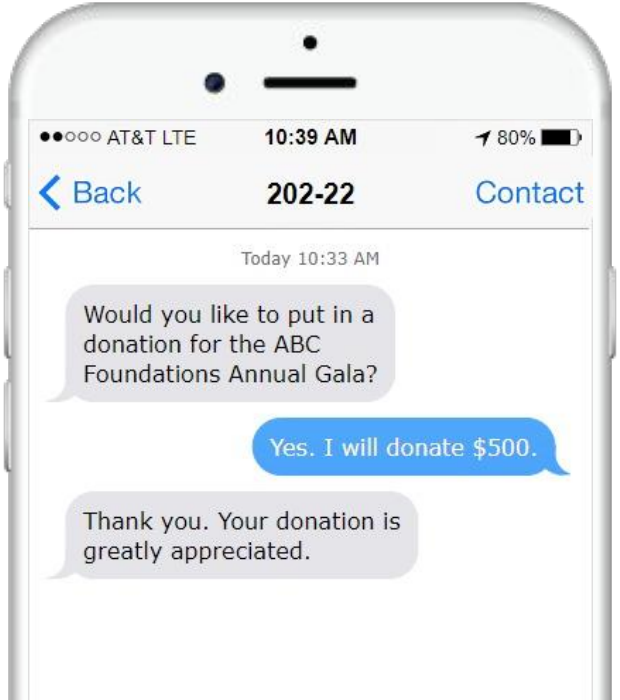
Email

- 1971: email was revolutionary
- Now: only 20% open rate
- 50%: SPAM!
- 2%: Malicious attachments

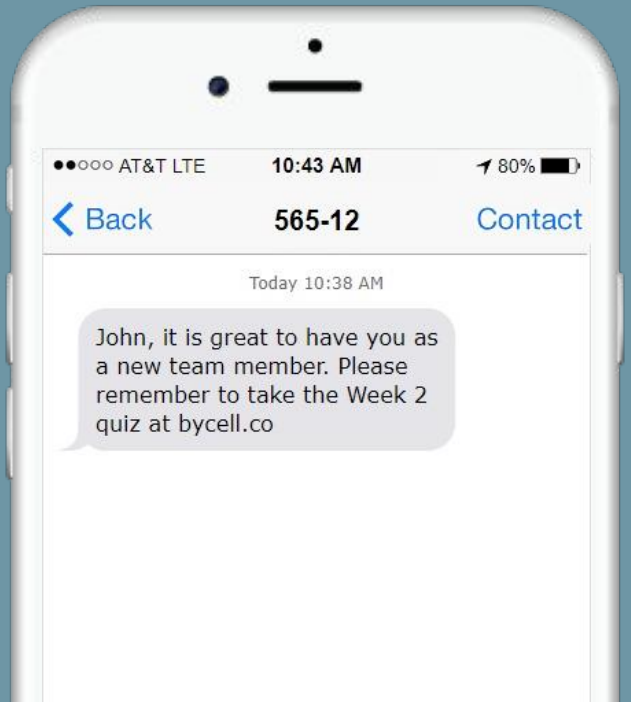
Conferences



Fundraising

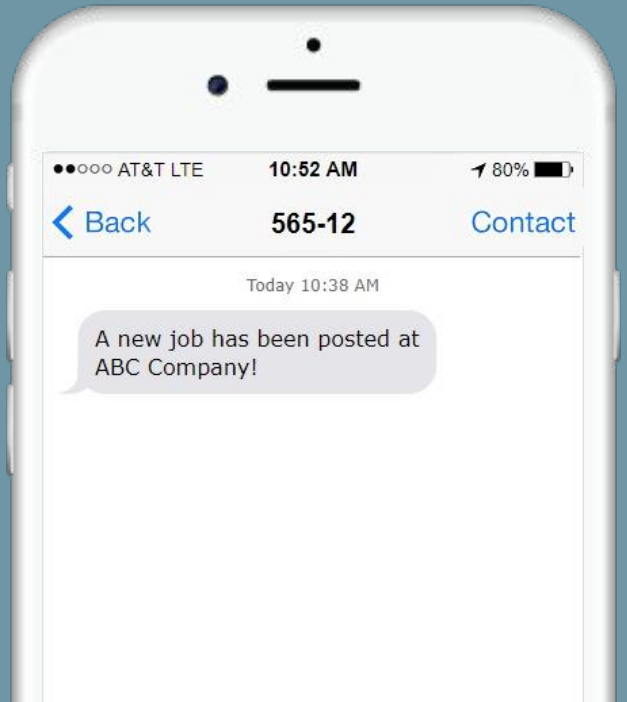


Training

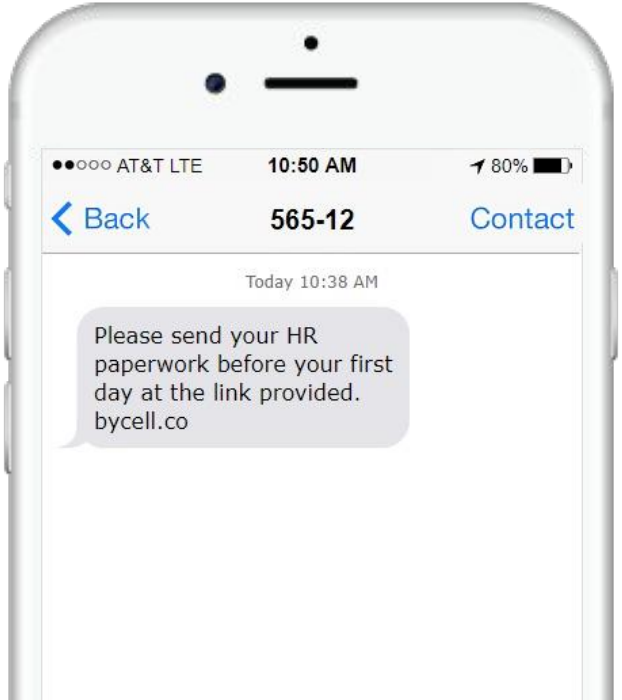


Alerts

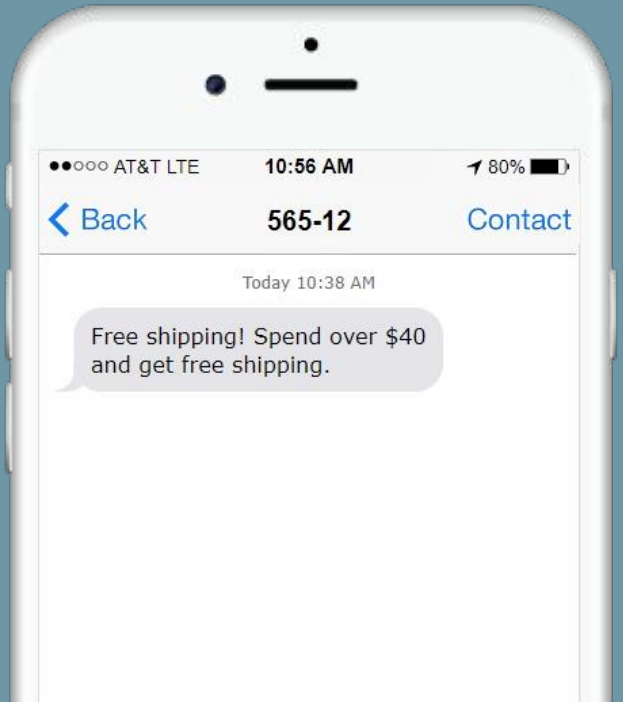
Recruiting



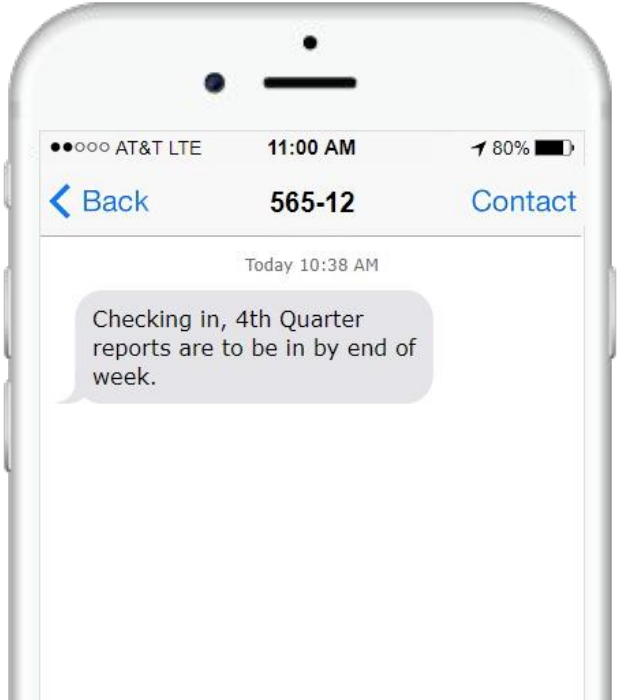
Onboarding



Marketing



Sales



Guest Speaker

Samantha Erickson,
Physician Experience and Development
Sr. Consultant at Banner Health

Banner Health®

How Are You Using the *Engage by Cell* platform?

Leading Change Summit

Leadership Development

Cultivating Happiness in Medicine

Thank you

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Text Chat

I'm the type to watch my phone ring while someone's calling and once it stops ringing text them asking them why they called me

The Problem

Higher demand for instantaneous service from customers, employees, donors, and visitors than ever before

How You Handle Questions

Tried-and-true engagement methods are breaking down — why?

- Email isn't being read
- People aren't answering phones
- Even chat bots aren't working because they aren't accessible by mobile phone

We Have the Solution to One-to-One Engagement

TEXT CHAT!

Museum Guests

Guests can text in any docent related questions.

Park Visitors

Park visitors text in questions about the area or if they need to report an issue.

Conference Attendees

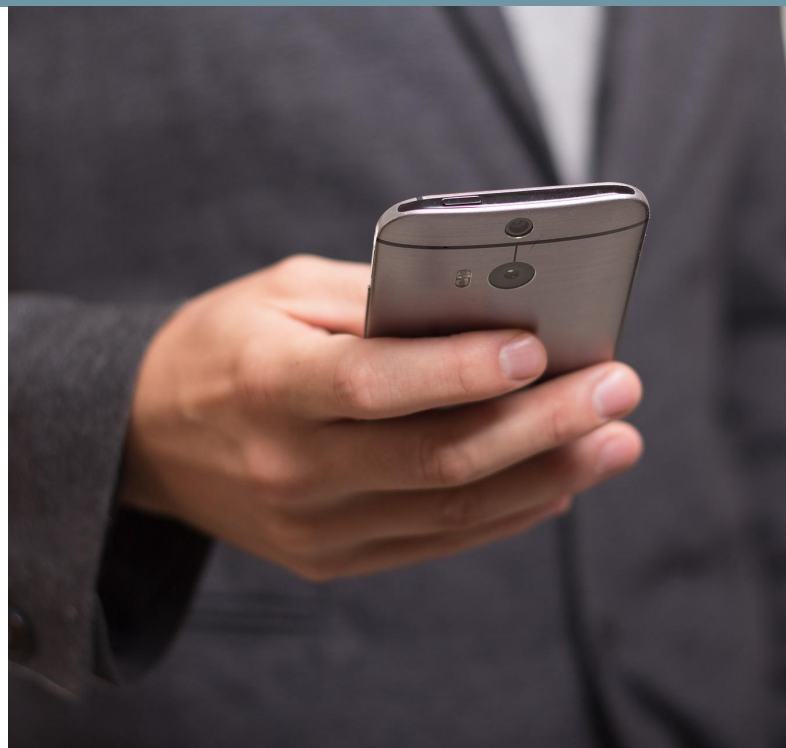
Attendees can ask questions via text about speaker sessions, the conference schedule, or anything in between.

Donors

Don’t make your donors wait to donate. Text chat lets them pledge donations anytime, anywhere. Plus, instantly capture your donors’ data when they give via text chat -- and use this information for future marketing campaigns.

Customers

Text chat makes it easy for customers to ask questions about departments, hours of operation, surveys, and customer service questions or concerns.



School Parents and Staff

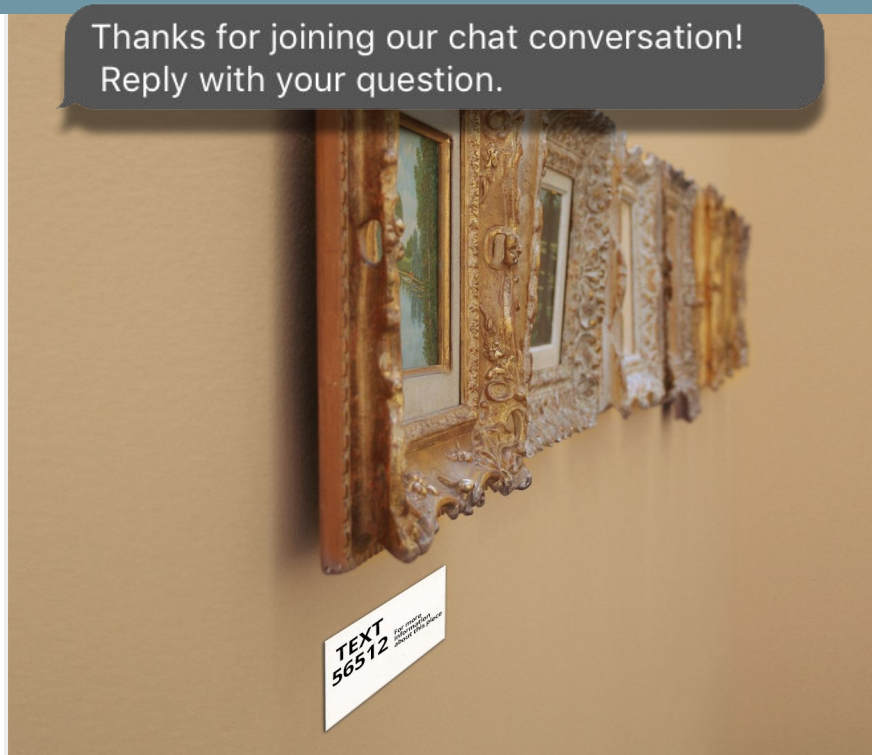
Use text chat as an alert system for school closures, updated bus routes, and even school events like Parent-Teacher Night!

Employees

Text chat makes it easy and instant to communicate with new or current employees who don’t have company emails.

Automated Responses by Keyword

- When users text in, they immediately receive a response and are added to a list
- Responses can include links, pictures, GIFs



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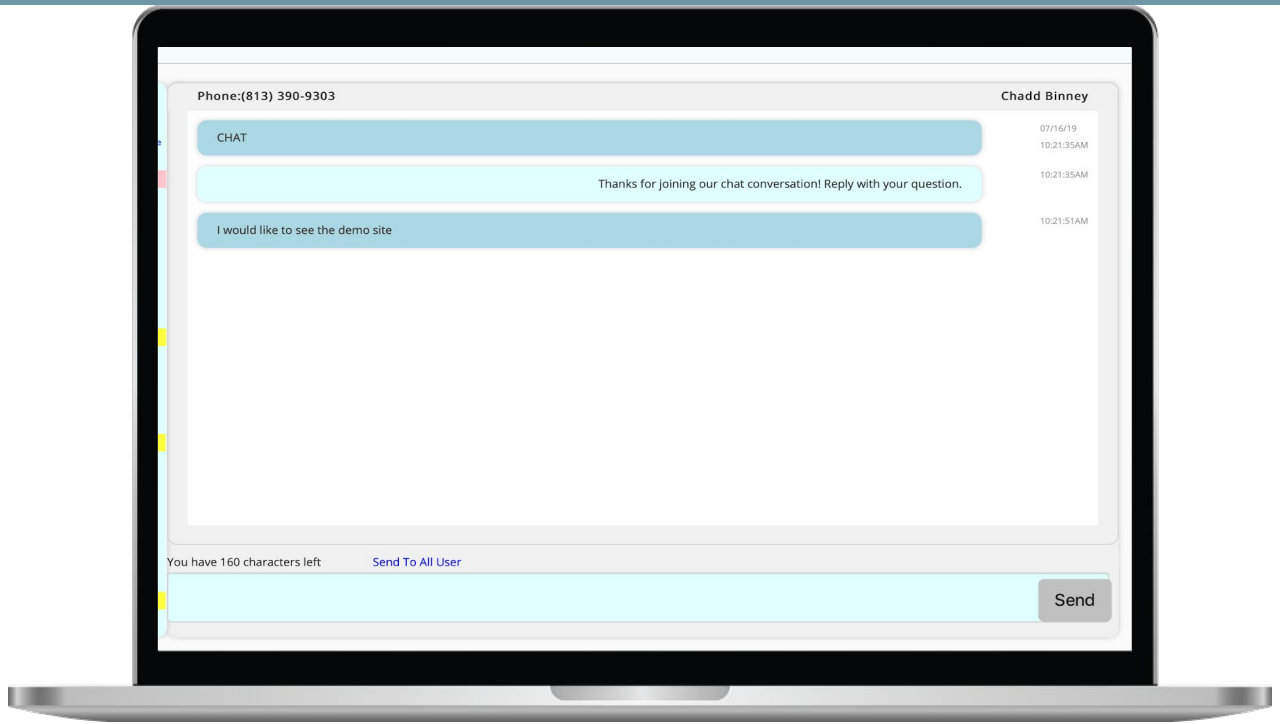
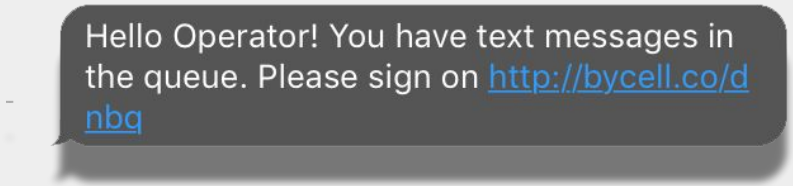


Live Responses from Operators

- An operator can chat with anyone via text — or forward the chat to another person who is better equipped to handle the question.
- That person can then can handle the question right from their phone.



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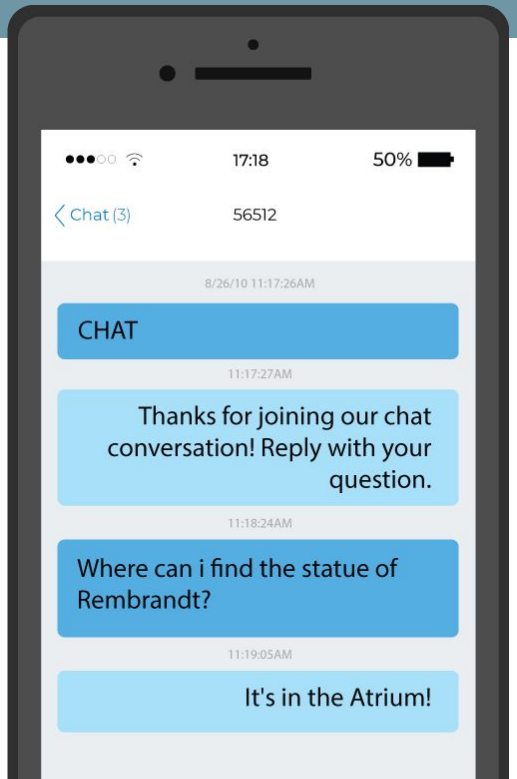

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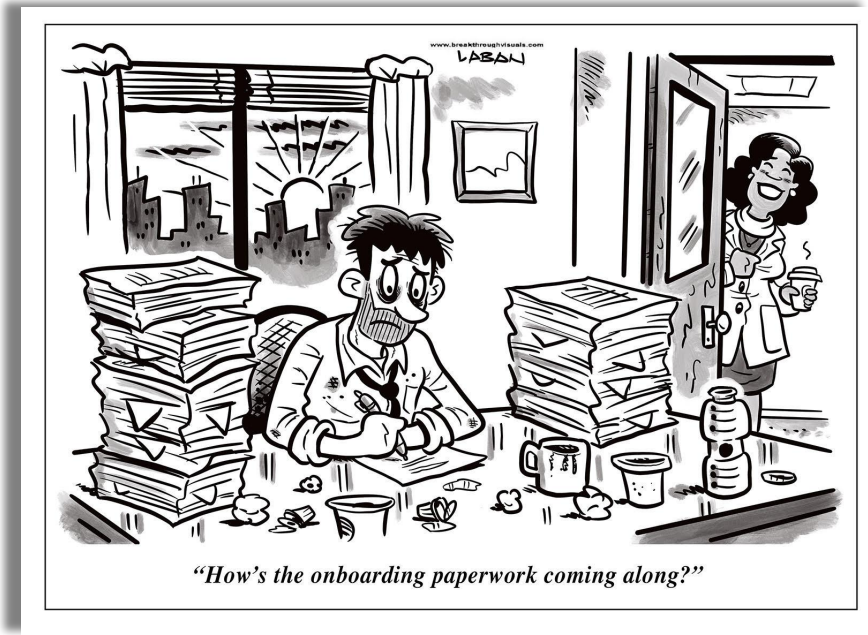
Recruiting & Onboarding



Challenges Recruiters Face Today

- Screening candidates is a lengthy process — especially when most people don’t answer emails or pick up the phone
- Strong economy creates competition for talent
- Online content often not mobile-friendly

We Offer a Mobile Recruiting Platform

- We combine SMS with links to interactive mobile pages
- You can create SMS drips
- Your mobile website instantly turns into a portal for your content

The **Engage by Cell Recruitment** Process

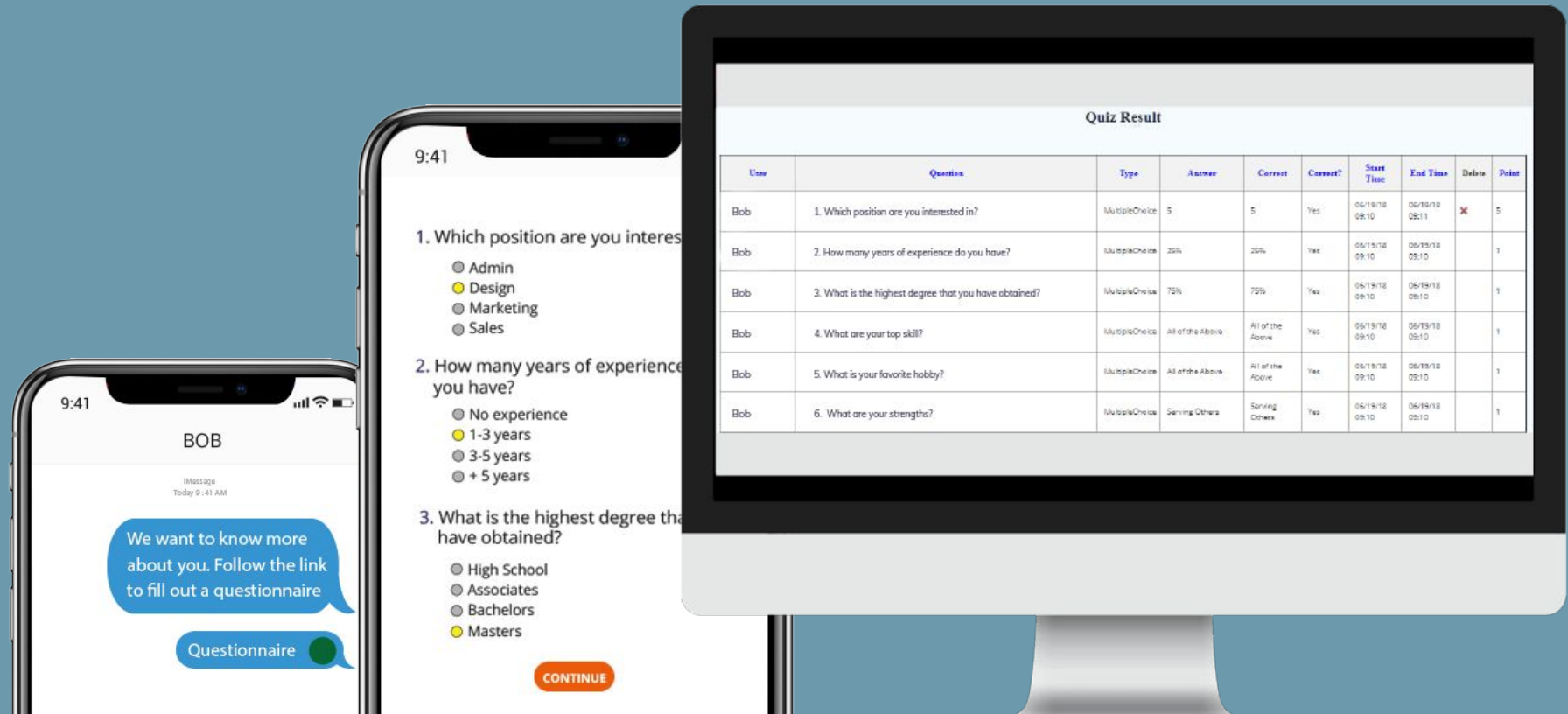
Candidates Text to Join List

Candidate Evaluation

Nurture Relationships

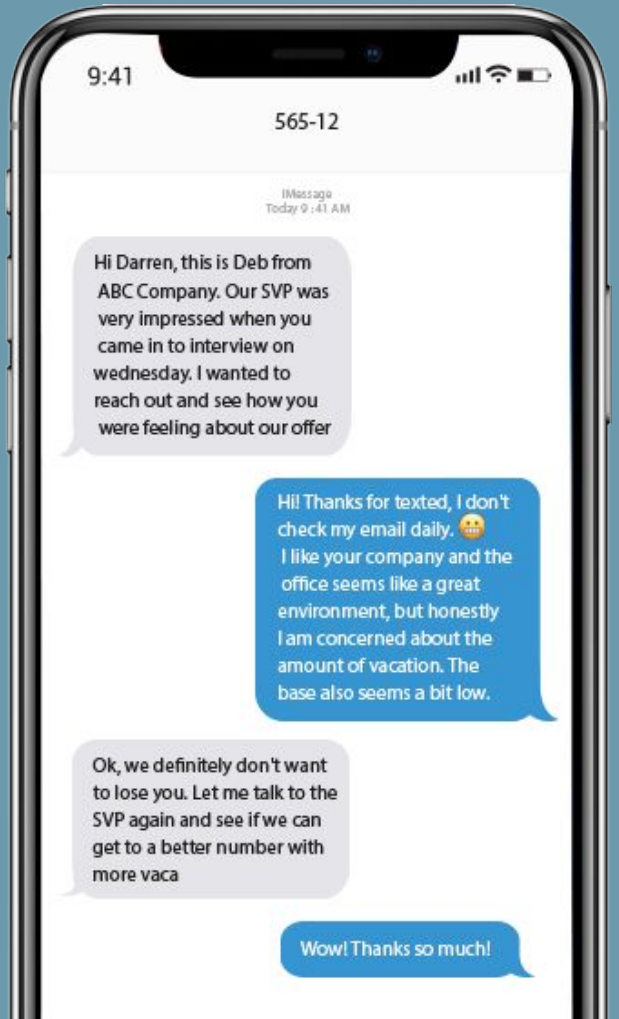
Candidates
Text to Join List

Candidate Evaluation



Nurture Relationships

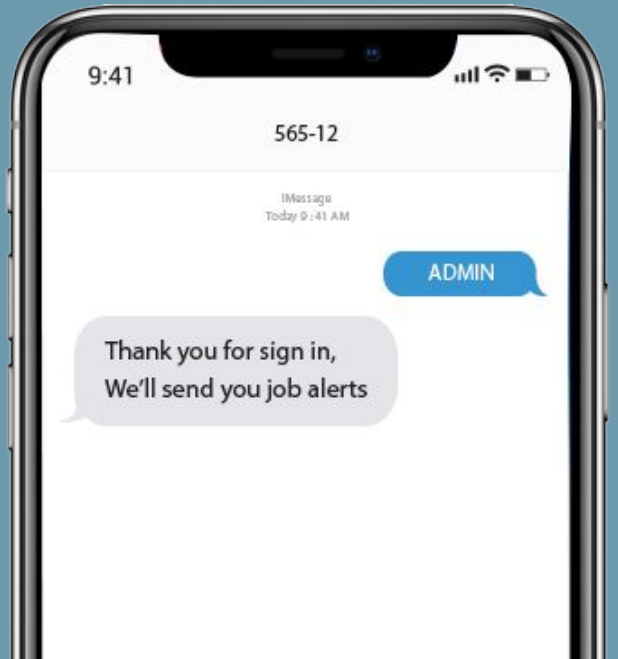
- Once a number of candidates have been qualified, chat directly with each of them
- Get a feel for the character of a candidate before a phone or in-person interview



Use Cases

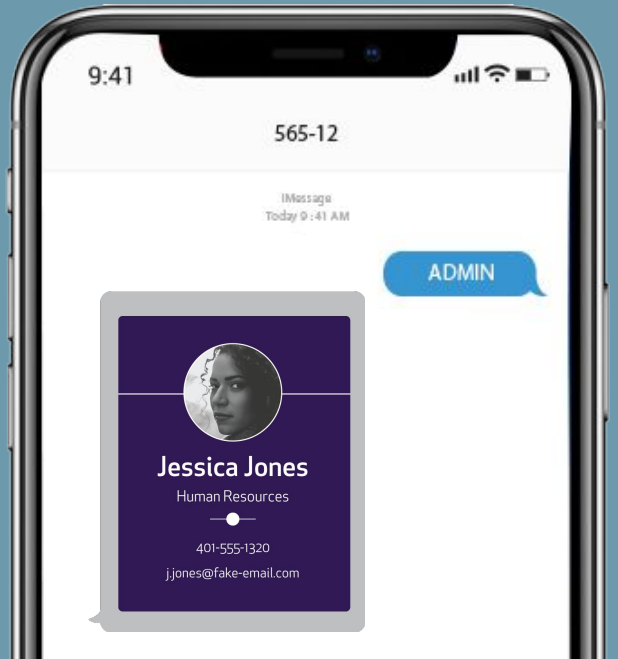
Job Fairs

At a job fair, job seekers are told in person or from marketing materials to text your company's keyword into a shortcode to be entered into a list.



MMS Business Card

A recruiter can send candidates an MMS business card with their picture and contact information — no need to waste money printing new cards.



Solve Your Onboarding Challenges with Mobile

- Everything new hires need to get acclimated is now on their phones
- People start jobs on different dates and in different cities — it's a challenge to keep track

Increase Employee Engagement with Mobile

- Incite engagement via text messaging
- Upload your existing content onto a mobile website
- Use mobile benefits guide
- Keep engagements bite-sized

Use Cases

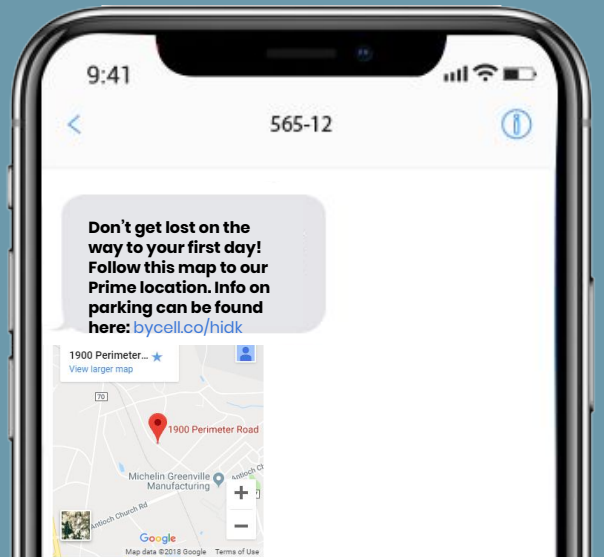
- **Onboard Pre-Drip 1:**
  Send a welcome message with videos about the team and information about the company

Use Cases

- **Onboard Pre-Drip Day 2:** Send new hires a reminder text to bring important documents on their first day or direct them to a mobile page with a checklist

Use Cases

- **EVENING BEFORE DAY 1:** Send a text message with a map & directions / parking info



Try it!

USA

Text

SHOWCASE ONBOARDING

To

56512

CANADA

Text

TRAIN ONBOARDING

To

393939

Thank You

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Training

What Today's Training Landscape Looks Like

- Email open rates are 25% and falling
- You have libraries full of content not being viewed
- Your current engagement is designed for desktop, not mobile
- Employees feel less connected and engaged

Tex

Why Text Messaging and Mobile Technology?

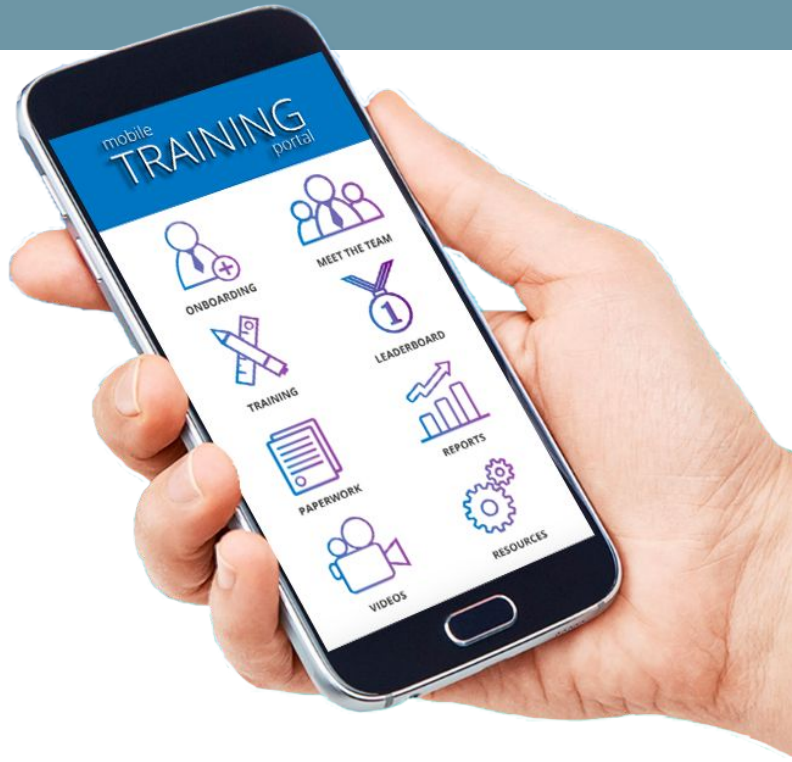
- 82% of text messages are read within 5 minutes
- Send bite-sized training nuggets via text message so employees can engage using their cell phones
- Mobile websites let you provide custom content like training materials at their fingertips

Some Secret Ingredients to Mobile Training Success

- Employees self-enroll in various lists by sending a text
- Mobile web platform
- Schedule the sending of texts
- Leaderboards

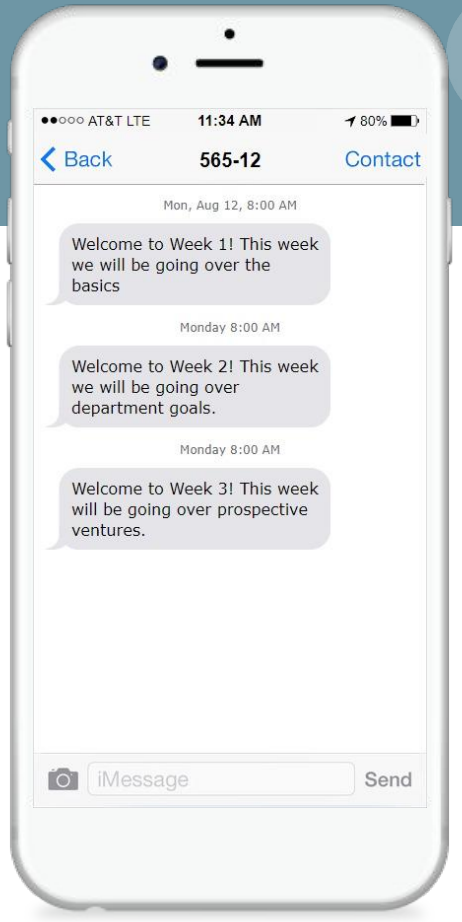
Mobile Training Sites

Store important training material on a mobile site.



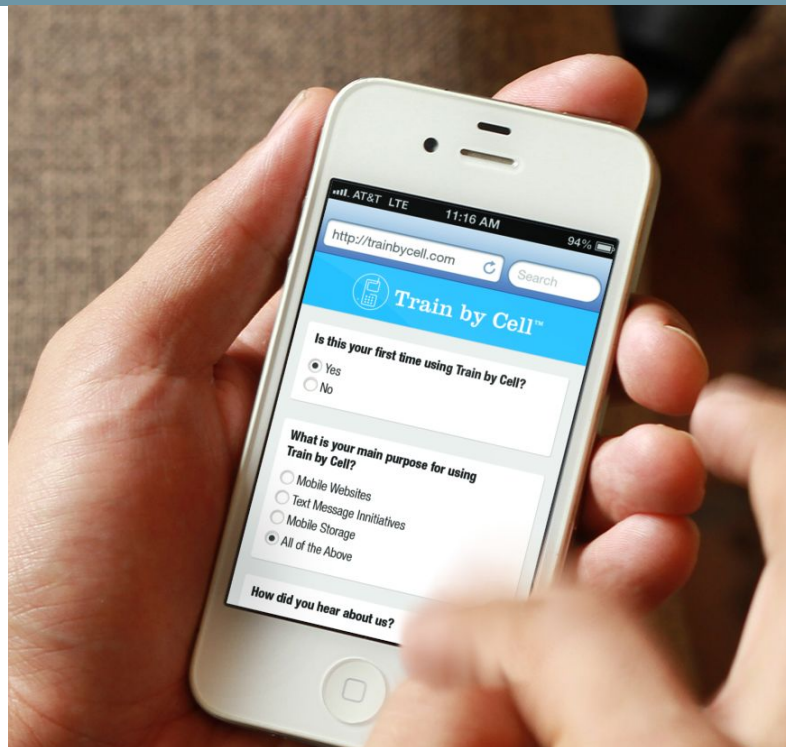
Training Text Drips

Send new hires reminders, motivational quotes, and updates on company events — all via text message.



Quizzes

Trainees can take quizzes right on their smartphone.

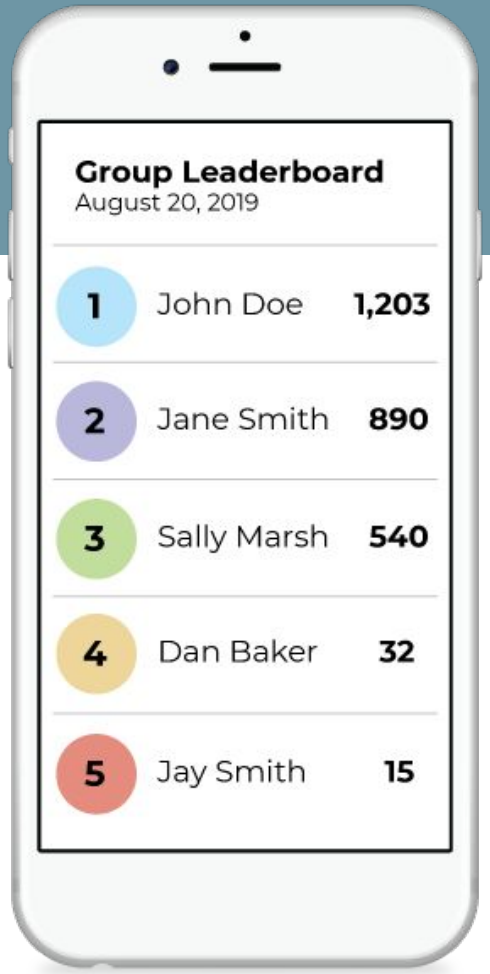


Reporting & Analytics

Easily access progress reports of each trainee.

Leaderboard

Trainees can access the leaderboard to see how they stack up to the competition.



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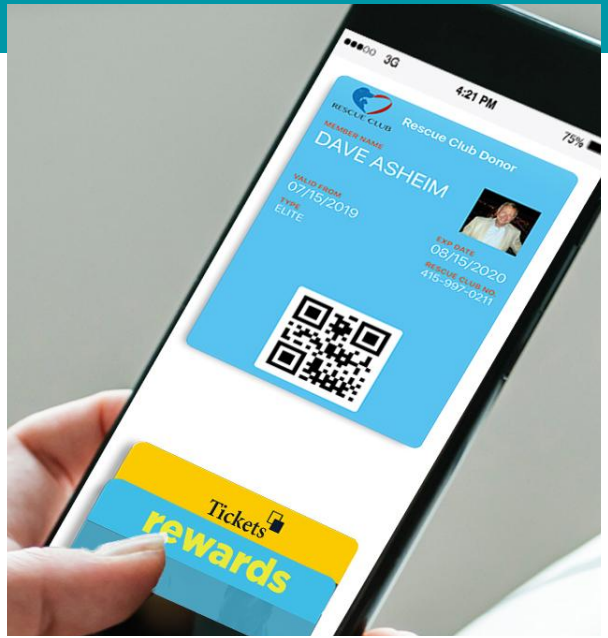
Mobile Digital Cards

Better Way:

Mobile Digital Cards

- Apple and Google have made this easy
- Airlines started the trend
- Retailers, Event organizers, Museums, and more are using digital cards

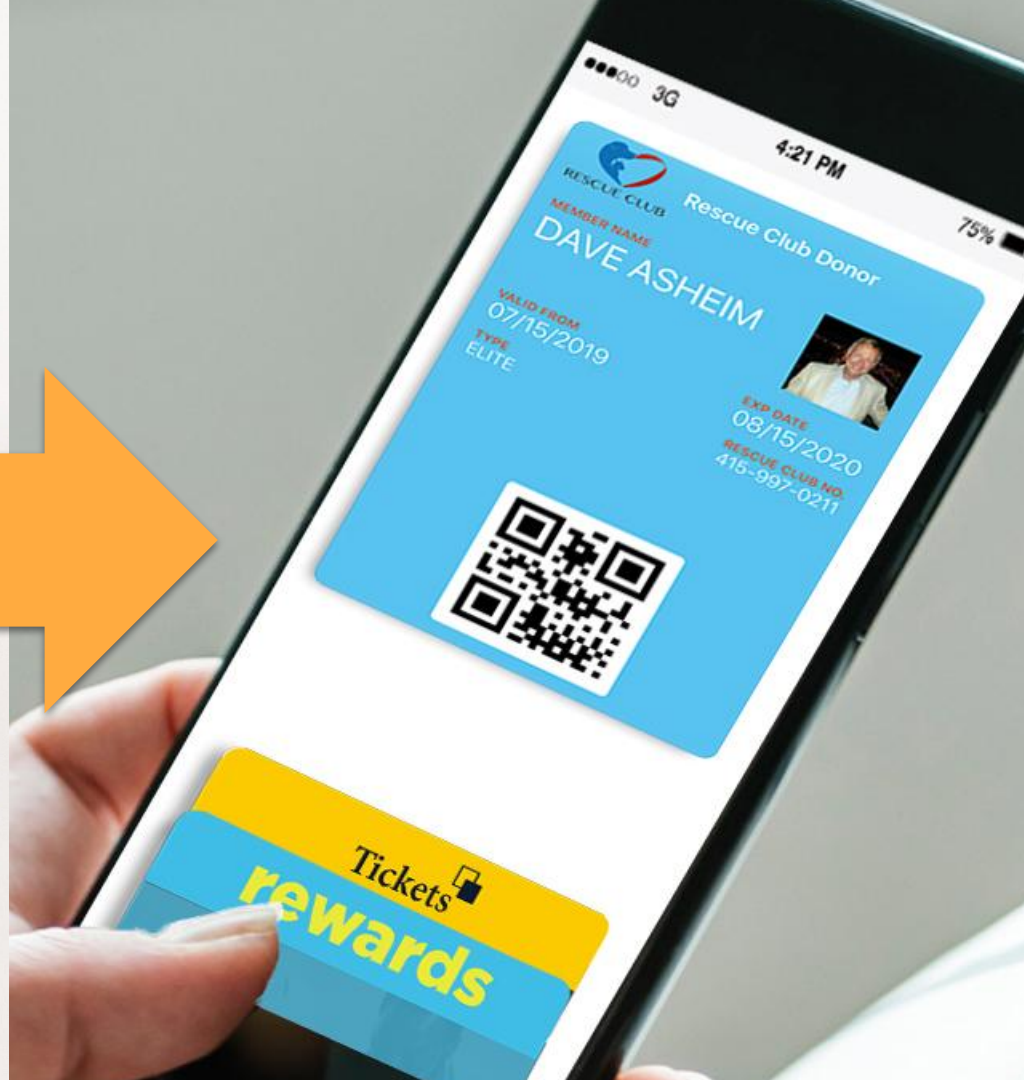


Do you have so many cards in your wallet, you can’t ever find the one you need?

Better Way:
Mobile Digital Cards

- Digital cards are replacing physical cards
- Allows you to include your brand in their digital wallet
- Ongoing text message engagement
- Saves on printing & mailing costs

Rewards and membership cards are moving from physical to digital wallet



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CANADA

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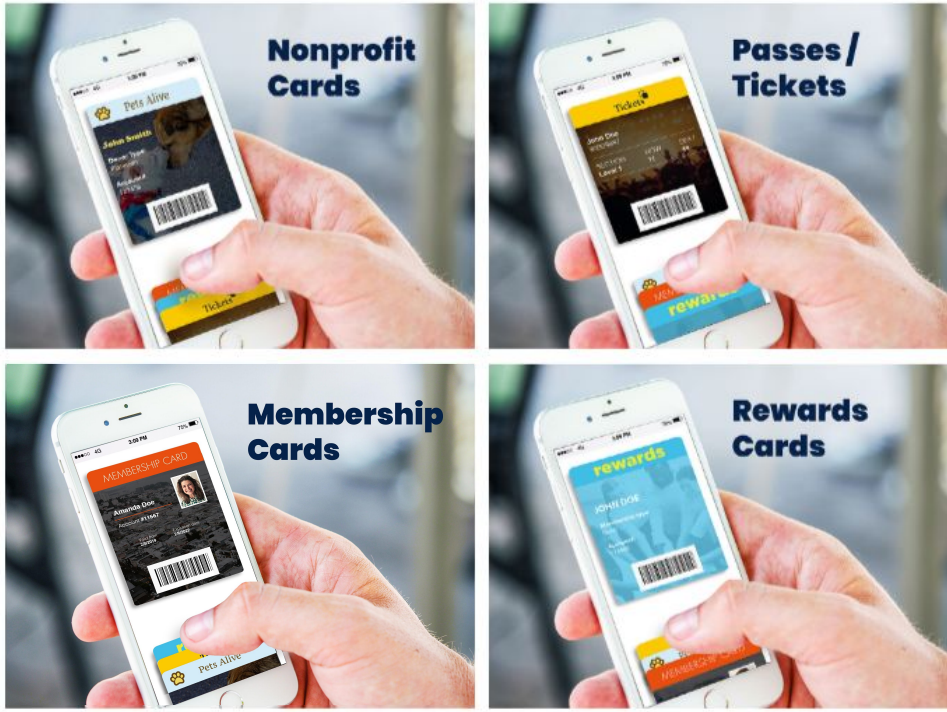
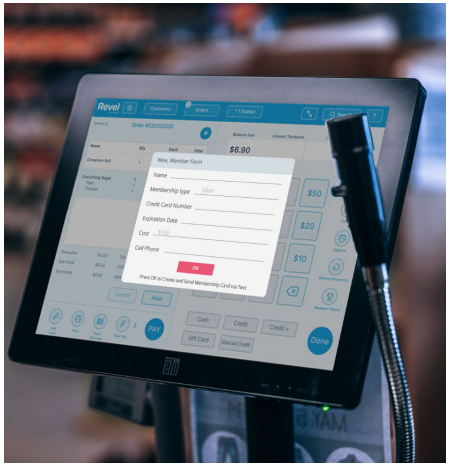
Mobile Digital Cards — Uses

- Donor Recognition
- Rewards
- Tickets
- Membership

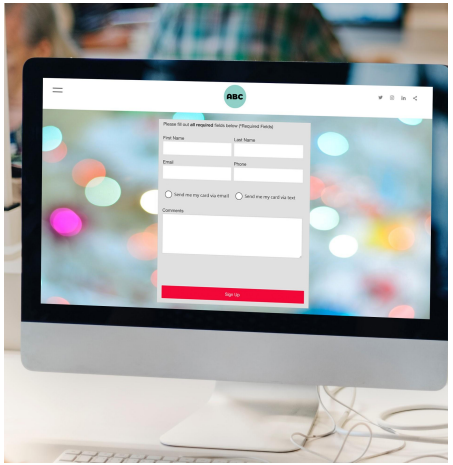


3 Ways to Generate Digital Cards



Point of Sale

Upload List



Web Sign Up

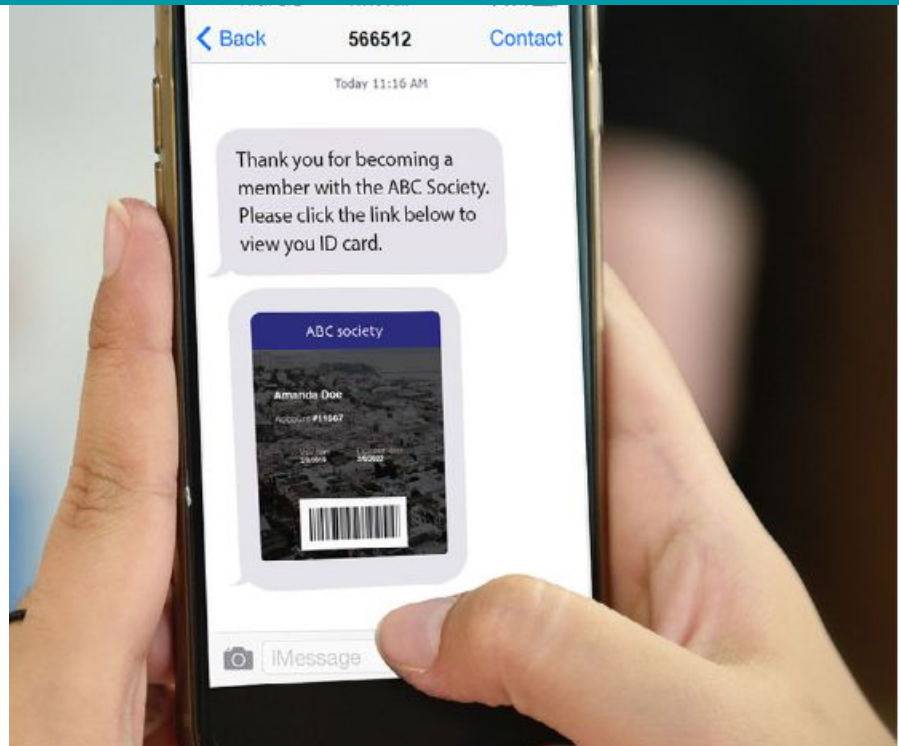
What Makes This so Great for THE USER?

How Do Users Receive Their Cards?

Users can save a card image to their Photos or save to their wallet — no app download required!

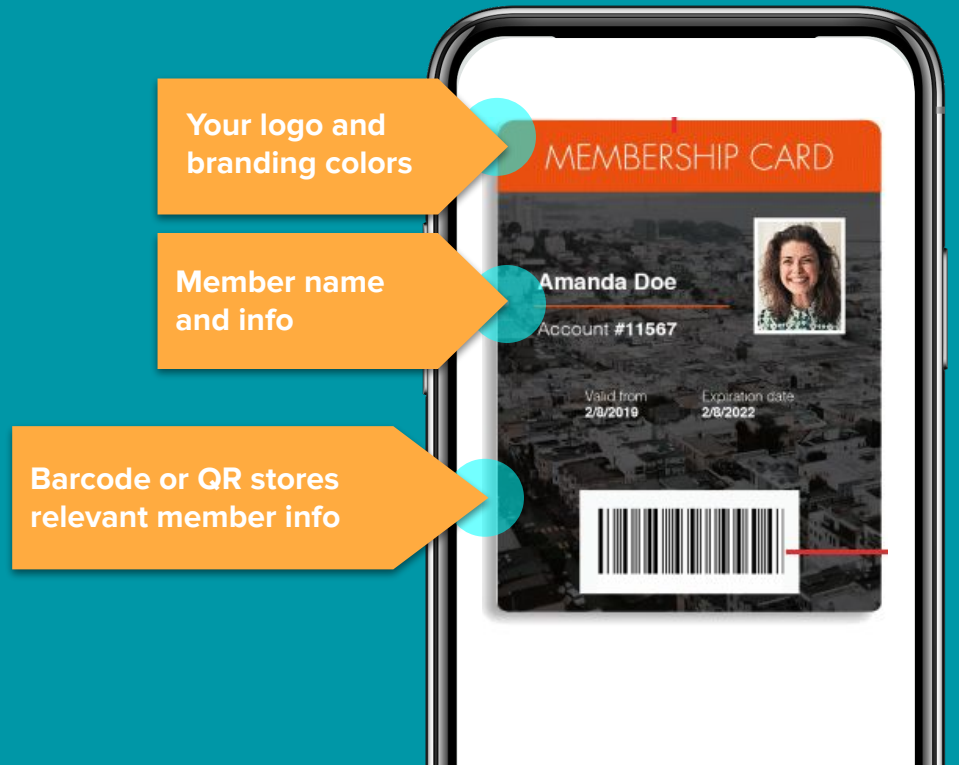
Apple Wallet

G Pay



Card Stores Information About User

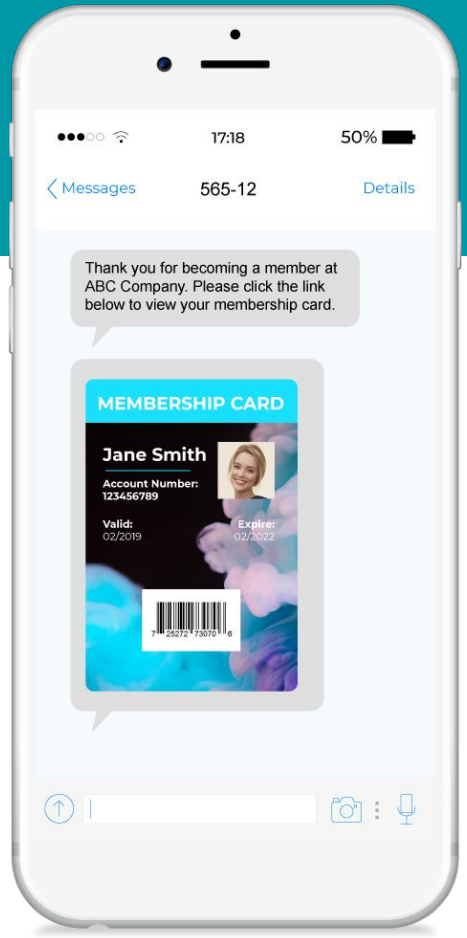
It can also hold links to important mobile pages, like pages on your site.



What Makes This So Great FOR YOU?

Better Way

- Coax your users to opt-in to message alerts — how?
- When they get a digital card, they automatically opt-in to your text message or email alerts.
- Another layer of ongoing engagement
- Save on printing & mailing costs
- Convenient and hi-tech



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