



Overworked Departments Embrace Mobile Tech to Improve Outreach



Your Speakers



DAVE ASHEIM

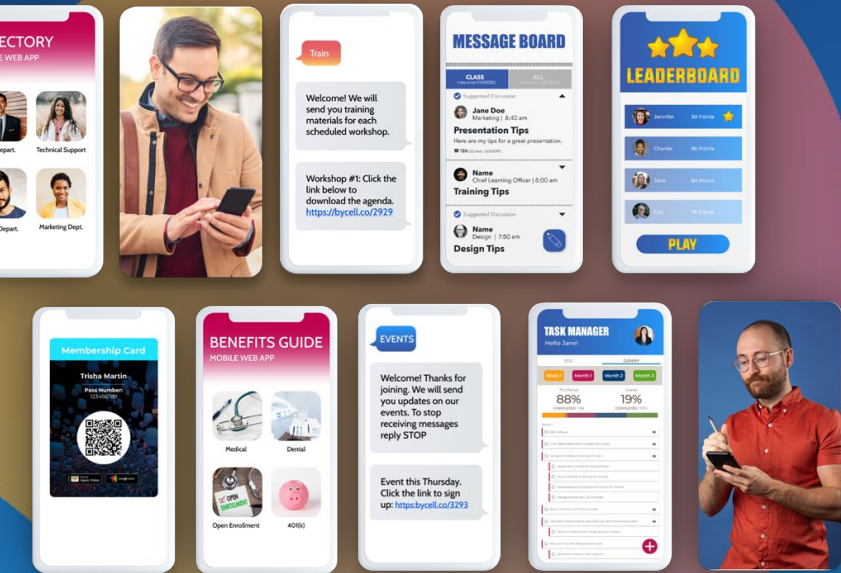
Founder & CEO



MAX SCHELKOPF

Senior Mobile Solutions Consultant





About Engage by Cell

- Cloud-based mobile communications
- 16 years in mobile industry
- Training, HR, safety, workforce dev, visitors



CHALLENGES

- Email, physical mail, and phone calls are not effective
- Form and document intake is outdated
- Download barriers
- Low attention span and retention
- **EVERYONE IS ALWAYS ON THEIR PHONE!**



Our Solution

Text Messaging & Mobile Web Sites

REMINDER: Your property tax is 30 days past due!
Details here
<https://link.co>

OPEN POSITION:
Home to Stay
Senior Care needs
Certified Home
Health Aides.

How do I apply?

Tap here to apply:
www.abccare.com

**abc
company**

TRAINING PORTAL



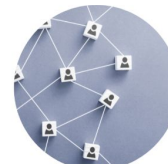
RESOURCES



AGENDA



OUR GOALS



MEET THE TEAM

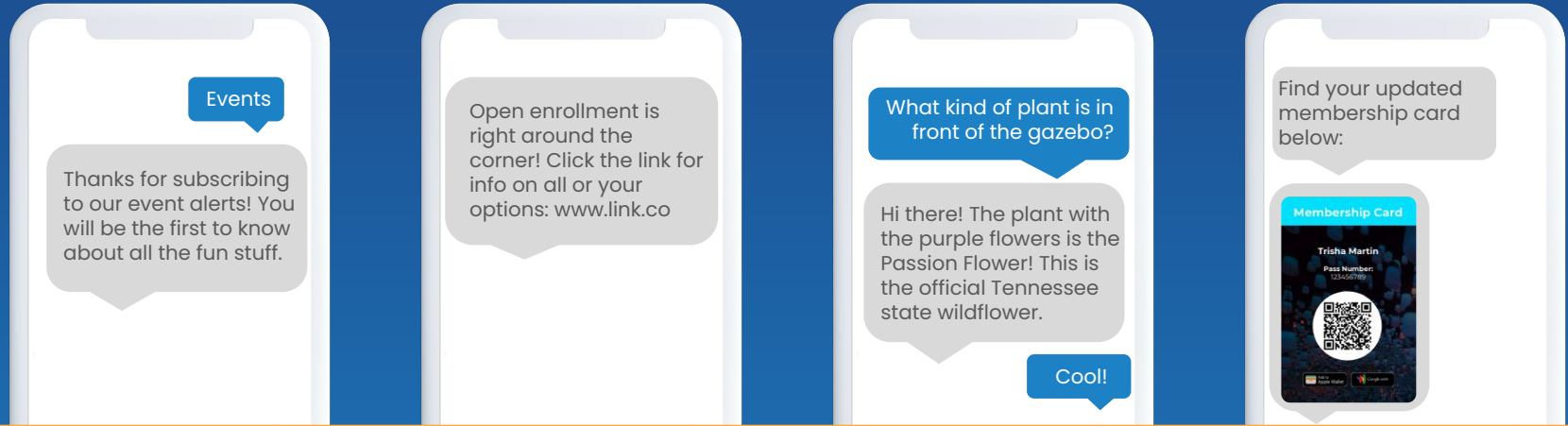


INTRODUCE YOURSELF



TASK MANAGER

Forms of Text Messaging



- **Inbound Texting:** Users text in to join a list, or receive content
- **Outbound Texting:** Schedule texts to lists
- **Text Chat:** Instantly engage with anyone to answer questions
- **MMS Alerts:** Text a GIF, photo, or short clip

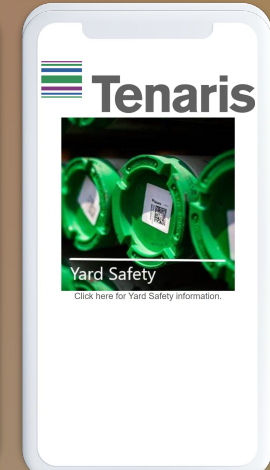
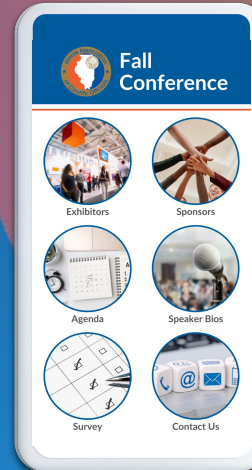
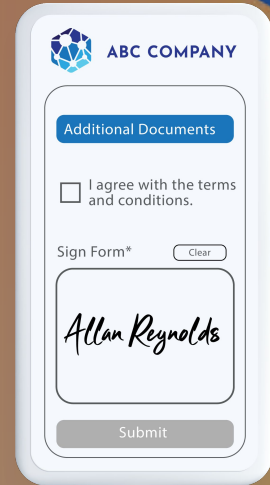
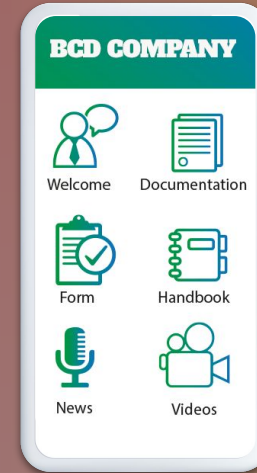
TRY IT OUT!

Text **DEMO** to **56512**
or scan the QR code!



Mobile Web Apps

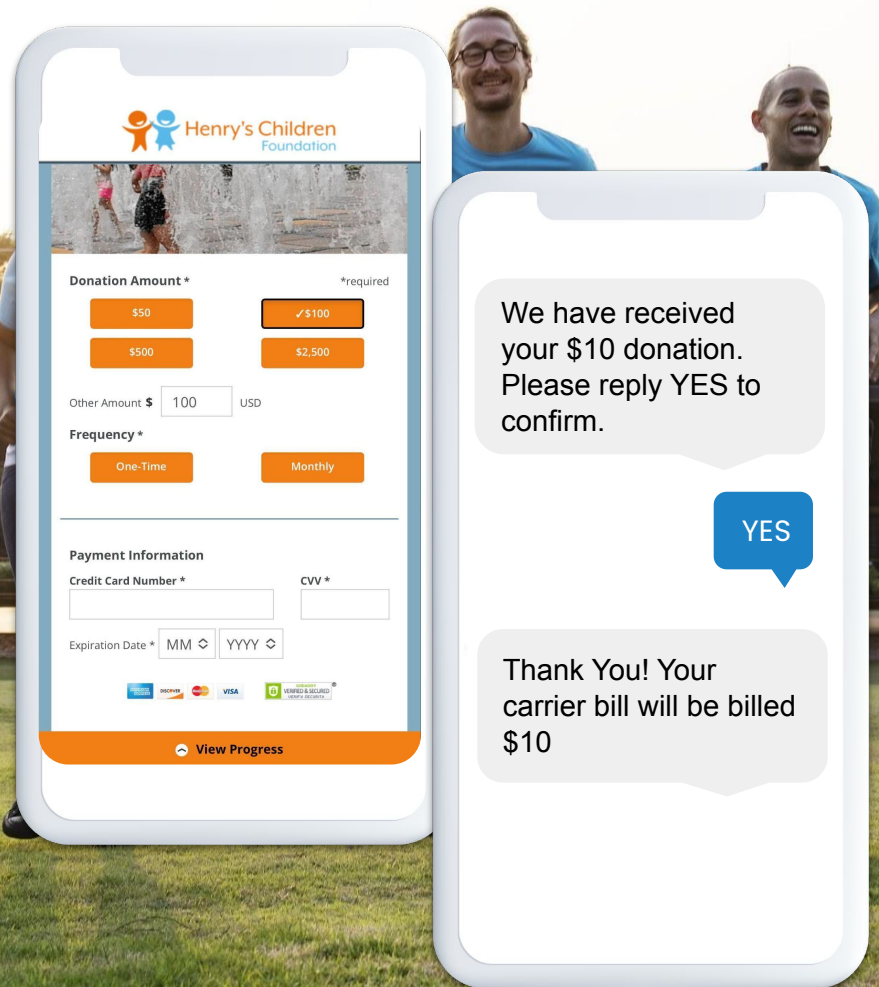
- Users access portal 24/7
 - More content consumed if mobile friendly
- Store content like videos, photos, audio, PDFs
- Use for engagement like quizzes, polls, comment boards, surveys:
 - Digital form
 - Document uploads



USE CASES

Fundraising

- Text messaging
- Mobile donation page
- Fundraising thermometer
- Donor follow up
- Text message reminders and alerts



Fundraising

Donate \$10

To confirm your \$10 donation, please text YES

Yes

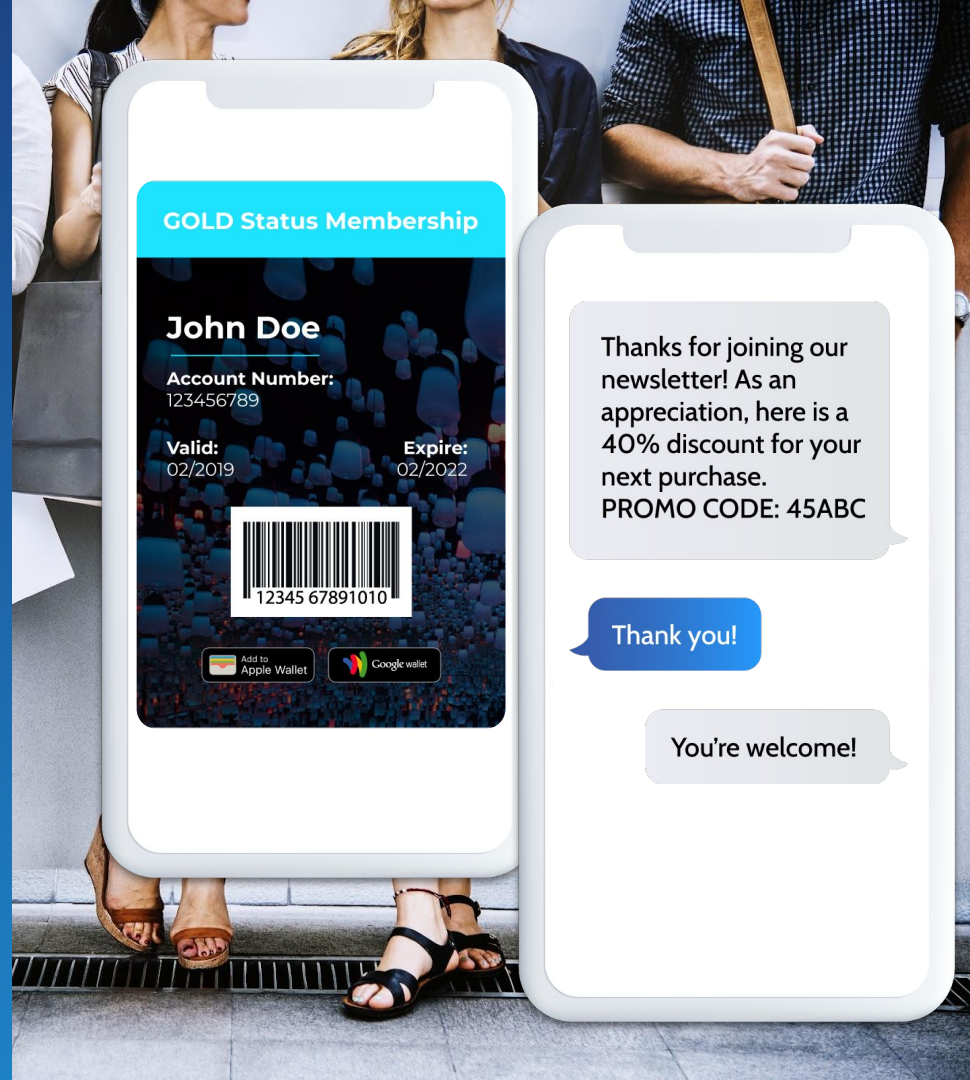
Thank you for your confirmation. Your \$10 donation will be billed to your cell phone plan.



USE CASES

Marketing

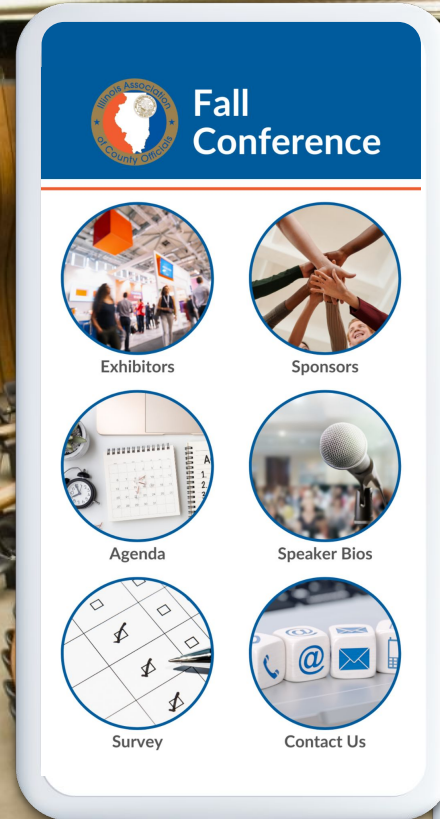
- Reminders
- Distribute passes
- Text schedule updates during the event
- Membership, rewards and loyalty programs



USE CASES

Events

- Reminders
- Event app
- Distribute passes
- Text schedule updates during the event

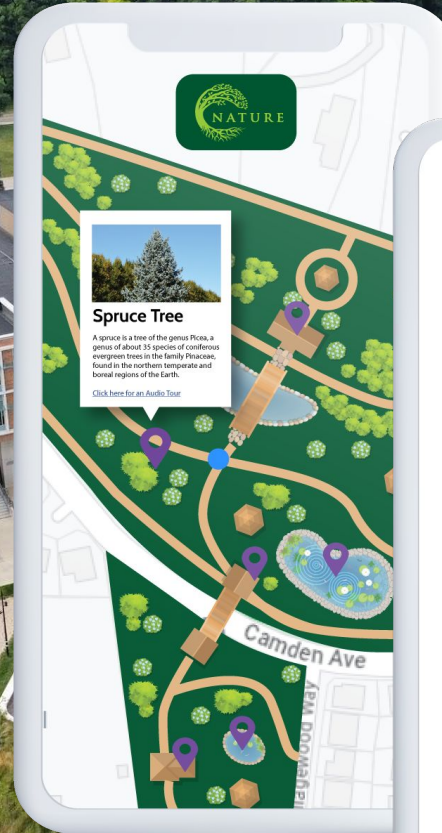


REMINDER: Keynote is starting in 15 minutes in Lecture Hall A. For more information visit: link.co

USE CASES

Touring & Visitor Services

- Smartphone Tours
- Audio Guide
- Scavenger Hunts
- Facility information
- Logistics information
- Storytelling
- GPS Mapping



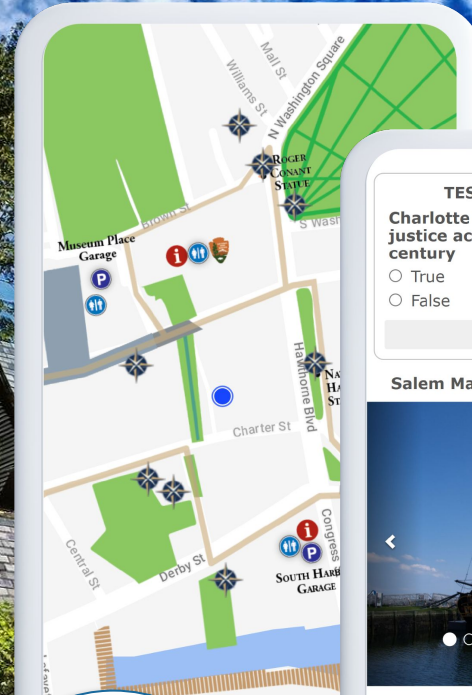
Who painted these sunflowers?

- Vincent Van Gogh
- Pablo Picasso
- Claude Monet
- Michelangelo

USE CASES

Touring & Visitor Services (cont.)

- GPS mapping solves wayfinding problems and increase engagement with attractions via GPS Mapping
 - Points of interest
 - Directions
- Smartphone tours
- Provide more information than on physical sign



TEST YOUR KNOWLEDGE!

Charlotte Forten was a leading social justice activist in the nineteenth century

- True
- False

Submit

Salem Maritime National Historic Site



Salem Maritime National Historic Site

On March 17, 1938, Salem Maritime National Historic Site was the first national historic site established by the National Park Service. Its purpose is to promote the maritime history of New England and the United States and preserve part of the historic waterfront in Salem.

USE CASES

Emergencies & Safety

- Send timely alerts to everyone
- On-the-fly access to protocol
- Forms & surveys
- Text alerts



SAFETY MOBILE RESOURCE PORTAL



**Training
Manuals**



**Health & Safety
Evaluations**



**New
Procedures**



**Hazard
Reporting**



**Equipment
Catalogs**



**Compliance
Assessments**

USE CASES

Employee Communications

- Human Resources
 - Open enrollment
 - Onboarding
 - Form intake
- Training
 - Interactive modules
 - Microlearning
 - Reminders & alerts

BCD COMPANY



Welcome



Documentation



Form



Handbook



News



Videos

BCD COMPANY

Introduction >

Before first day:

Prepare paperwork >

Discuss role, goals and projects with supervisor >

Prepare employee's workstation >

Give access to any tools they will need >

Create accounts >

Assign required reading >

Prepare benefits package >

Provide a job description with responsibilities >

First day:

Welcome to the team >

Tour of the office >



There will be a FREE Heart Health Screening Friday in the lobby!

There are cookies in the breakroom!

Open enrollment is right around the corner! Click here for next steps: www.link.com

NEW PROTOCOL: Tap the link to watch a video on our latest changes to warehouse PPE www.link.com

Cost?

How get started?



Thank you!



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