Esendex Service Description

Mobile Journey:

- Smart Text

- E-billing

Customer Interactive Journeys

Service Description – Mobile Journeys

Enhance your customer's experience with a secure, personalised, mobile web portal via the Esendex Mobile Journey.

A secure and interactive mobile messaging solution, facilitating the meaningful personalised connections you need to have with your customers. Whether you need to process payments, complete an income expenditure process and much more; the Esendex Mobile Journey enables you to powerfully engage with your customers on a whole new level.

Mobile Journeys are web driven, mobile, tablet friendly and desktop ready so they can be used across any device and are designed in a way that compliments your existing tools and processes.

Mobile Journeys offer an alternative to using a "mobile optimized website" and mobile applications enabling you to guide your customers through a targeted and focused journey to completion of your desired transaction (for example, taking a payment, completing a form). This means that self-serve is increased as customers are less likely to "drop off" your journey and complete their transaction via their mobile device.

With 66% of UK adults now owning a smartphone, the product development team here at Esendex saw a perfect opportunity to develop our proven intelligent and transactional SMS based solutions. Our new developments help businesses radically change their customer interactions, saving money on labour intensive processes including costly systems and infrastructure, but best of all… it really is simple to implement and use.

![Esendex logo]

Smart Text

SmartText can reduce the costs of correspondence and your carbon footprint by switching from paper to digital letters. Automate the sending of new council tax bills using SMS and emails to minimize time spent on administrative tasks.
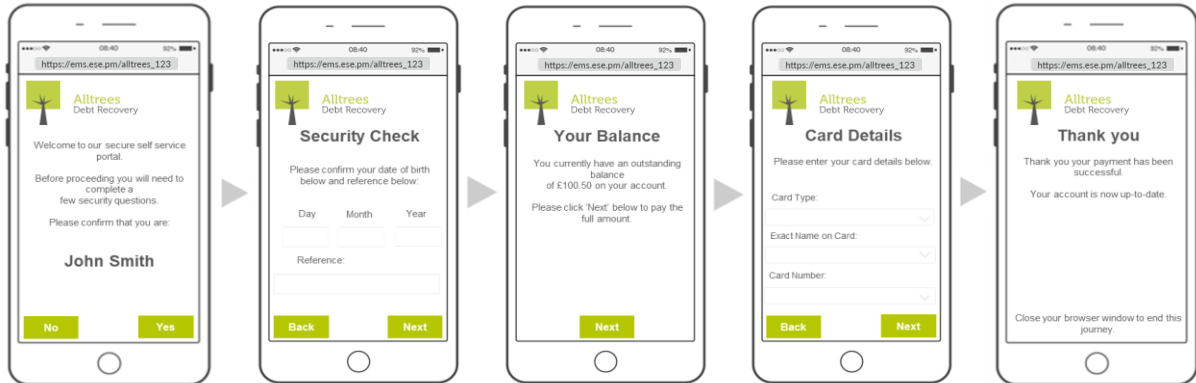

Digital letters and paperless e-billing

Esendex's intelligent engine can send the recipient the new council tax bill using the contact data available. If only an email address is provided, Esendex can send the file as an attachment but where there is a mobile number the recipient can receive a text message with a link to a secure document download tool.
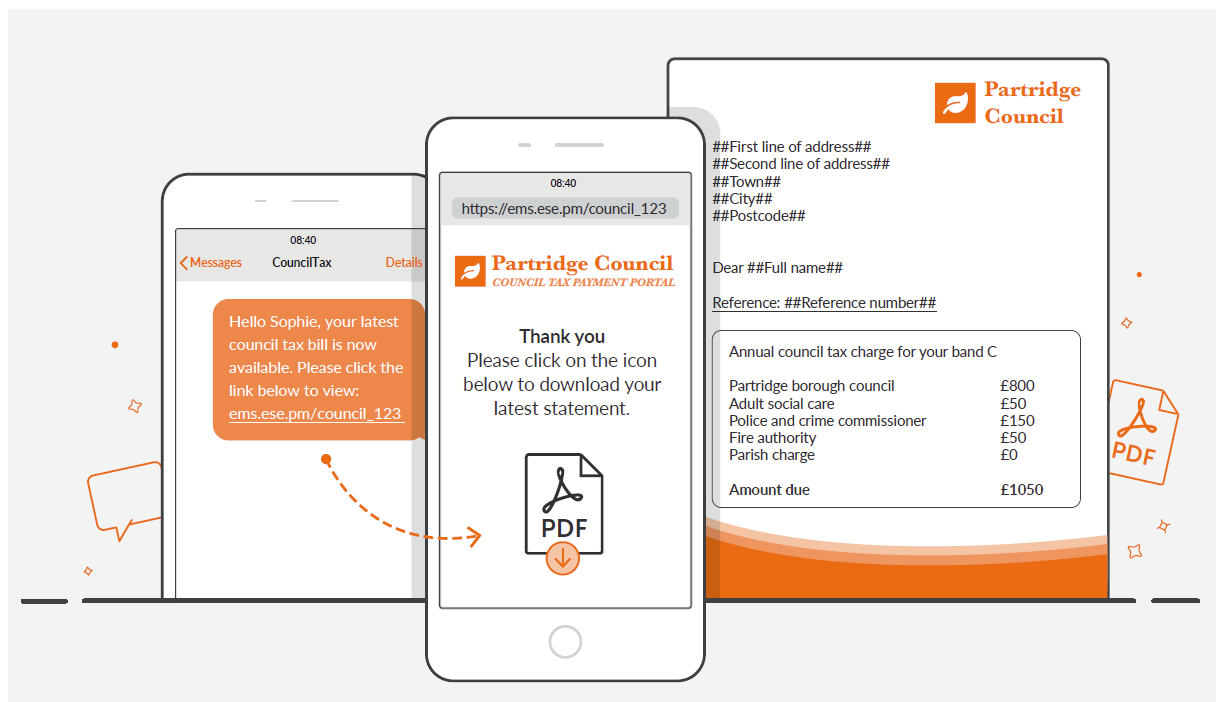
Mobile Journeys - boost collection rates

While SMS has long been used to improve contact rates (by sending SMS reminders) Mobile Journeys can build on that, by providing the means to process payments in a secure, convenient and cost-effective way. Here's an example of how Mobile Journeys can be used to first validate a customer's identity before providing a convenient and self-serve way for the customer to make a payment.
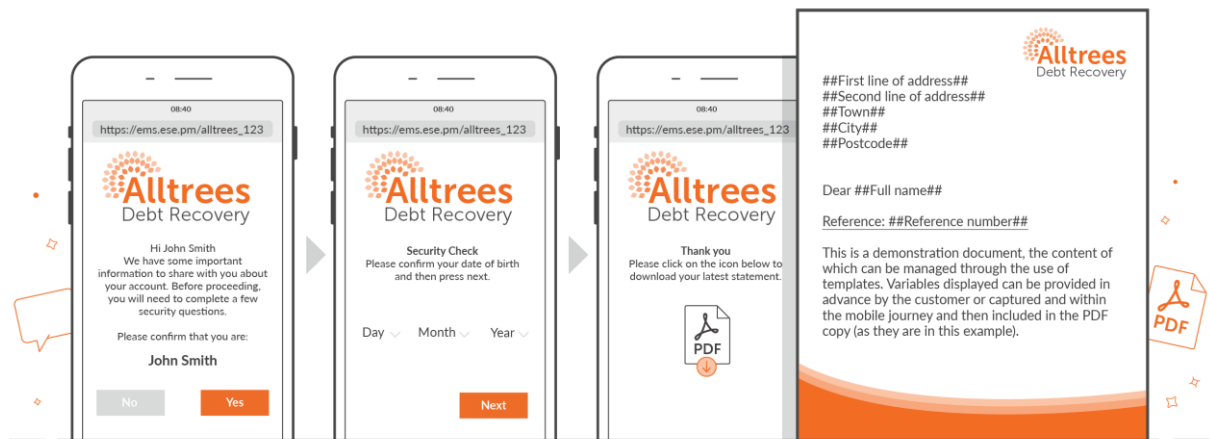
Mobile Journey – Multi-use

Whether you are chasing payments, assessing someone's financial position, or creating a new initiative to boost engagement with your customers, with a tailored mobile journey you can create the customer experience you would like to receive.

Features & Benefits

- Esendex have direct connections to all the UK mobile networks, meaning no grey routes or aggregators are used when sending your messages. Direct connections guarantee your data is safe and secure and remains within the UK :

    - EE, Vodafone, O2, Three Mobile and Virgin

- UK data centres ensuring compliance and security of data

- ISO 27001-2013 and PCI compliant

- Full disaster recovery process to ensure platform resilience

- Interactive and device optimised solutions

- Delivery reports

- Tracking and reporting – Tailored management information reports

- Multiple communication channels - Our services can operate independently or they can seamlessly integrate with other Esendex products - email, voice, SMS and more

- Straightforward pricing - Our services are efficient and affordable. With a low initial setup cost and a manageable monthly fee it couldn't be more straightforward

- Personalised experience - By providing a focused and targeted process suited to your business needs, you can guide your customer from start to finish

- 24/7 customer access increasing satisfaction and improving response rates

Implementation

Mobile Journey is a fully managed solution, wherein our professional services team will work with you to tailor the solution to meet your needs. **Esendex has a wealth of experience and has spent hundreds of hours developing the latest solutions for its customers. This ensures that the products are built and branded in line with each organisation and that their operation is simple, quick and effective.**

Once requirements have been established and agreed, usage is fully supported by an Account Manager and Support Team who are available 9am - 5pm, 5 days a week.

Esendex are rated Excellent on their trusted review site Trustpilot.

Our customers say **Excellent** ★★★★★ 9.2 out of 10 based on 157 reviews ★ Trustpilot

Why Esendex

- Direct connections to all the UK mobile networks, guaranteeing your data remains within the UK – EE, Vodafone, O2, Three Mobile and Virgin:

  o Esendex can offer the very highest level of confidence for any organisation sending SMS messages because we have direct connections with all the UK and international mobile networks including EE, Vodafone, O2, Three UK and Virgin Mobile. We have achieved gold partner status with Vodafone and have been awarded a trusted and accredited business partner by EE, the two networks to provide business accreditations in the UK. Many organisations providing SMS services will also claim to have the same direct connections. However, there is a difference between "having" a direct connection and actually using them. Esendex have a written certificate from each network confirming that not only are we directly connected to them but that we are sending all our messages through those connections. This means that clients can have the utmost confidence that when they send messages to their customers, they will get there quickly via approved routes. When we say direct, we mean it.

- ISO 27001-2013 Accredited

  o Given the regulatory pressures on UK customers in both the private and public sector, Esendex has invested in our processes to conform to data security regulations. This gives our customers confidence that when using the Esendex platform they are fully compliant.

  o We have headquartered our core development team and our data centres in the UK, and we are an ISO27001 accredited company. ISO27001 is a globally recognised, independent security standard which sets a framework for establishing, operating, reviewing and improving Information Security Management Systems.

  o As a Public Sector business SMS provider, protecting our customer's data is paramount and achieving the high standards required for ISO27001 reaffirms our commitment to our stakeholders. We can provide certificate evidence of our accreditation on request.

- UK data centres ensuring compliance and security of data

  o Esendex has invested in UK based software development teams together with UK based data centres to comply with the highest Information security requirements of our Public-Sector clients.

  o As a global business, Digital Communications provider, protecting our customer's data is paramount and achieving the high standards required for ISO27001 reaffirms our commitment to our stakeholders.   We can provide certificate evidence of our accreditation on request.

- The ECHO SMS Portal is accessible 24 hours a day, 7 days a week, 365 days a year;

  o Our SMS messaging platform is available 24/7 365 days a year and has been developed over the last 13 years with to provide the best possible service. As Esendex has grown, we have scaled our system in line with the growth in current and future message volumes to ensure our platform continues to deliver on our quality promise.

  o Together with our direct connections, this means we can offer a message processing service level agreements to all our customers.

- Full disaster recovery process to ensure platform resilience

  o Esendex' messaging platform is hosted on a dedicated server within a secure data facility. Built-in redundancy for each element, including our network connections, ensures that the Company can maintain service even under extreme conditions. The platform and all associated data are continually backed-up to an alternative server infrastructure within secure facilities.
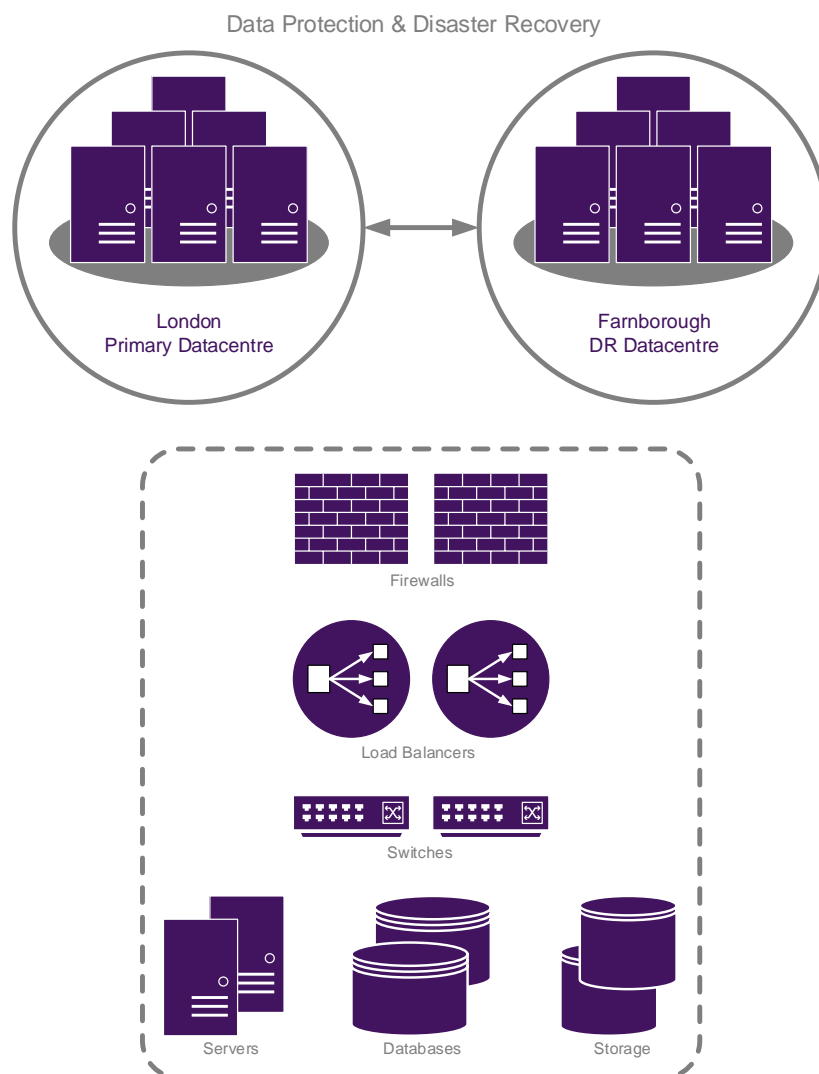
Esendex General Services Description

Service level agreement

Together with our direct network connections, the company provide a message processing service level agreement (SLA) to all our customers. The SLA is to process 90% of our messages within 5 seconds and 95% of our messages within 20 seconds.

Data Centres

Esendex has multiple data centre sites which are equipped with identical hardware and connected via a resilient link to allow data replication to take place. In the event of DR (Disaster Recovery) being invoked the Company can switch to using its backup site in Farnborough to maintain service.

Data Protection & Disaster Recovery

London
Primary Datacentre

Farnborough
DR Datacentre

Firewalls

Load Balancers

Switches

Servers   Databases   Storage

Data protection

Esendex is registered on the Information Commissioner's Office Data Protection Register (registration no. Z5483210). Our Privacy Policy and Data Processing Agreements / Terms and Conditions further detail our commitment to protecting your data as a customer of Esendex.

Greening ICT Principles

Environmental policy

We are committed to minimising the impact of our business on the environment. Specifically, we aim to minimise, and ultimately erase Esendex' carbon footprint. We will continue to invest in techniques and technologies that help us achieve this aim wherever possible.

Travel

All employees are encouraged to commute to work by public transport or to car-share wherever possible. In the UK we participate in the government's Cycle To Work scheme that has allowed several members of staff to purchase bikes cost-effectively and so cycle to work.

With offices in a number of countries, interaction between offices is essential. To help reduce the amount of air travel we have recently invested in revolutionary remote working and video conferencing technology.

However, some air travel is inevitable and since 01-July-07 we have subscribed to the Carbon Offset options proposed by each airline. We recognise that this is an imperfect trade-off and we are exploring more meaningful alternatives.

Energy Consumption

We have taken steps to minimise our energy consumption:

- Since 2007 all new PCs and Servers have been specified to minimise energy consumption

- All offices are being fitted with energy saving lighting and other devices wherever possible

- Air conditioning is used as rarely as possible