

REDtone SMSCast is an innovative SMS broadcast service that allows you to send bulk SMS messages via the internet to mobile phones in Malaysia and around the world. That simply means, with just a click of the mouse, you can quickly reach a large number of people anytime and anywhere.

REDtone SMSCast empowers your organisation to keep pace with today's challenging global business environment. It is a simple, cost-effective, efficient and quick communication tool to deliver specially tailored messages to new prospects, customers, employees, suppliers and other business contacts.

Key Features

• Bulk SMS Announcements

You can now easily keep your customers informed of new products, services, events and promotions in an instant. It's also great for coordinating meetings and updates if your organisation has a large number of employees.

• Targeted Communications

Don't waste your time and resources on people who are not your target audience. This feature lets you send messages to your target group of customers based on specific marketing requirements like demographics, customer profile or even purchase & usage patterns.

• Personalised Messages

Your messages can now be personalised with the recipient's name, title and sent at a specific date and time. Its scheduler feature is equally great for sending reminders on meetings and conferences as well as for festive and birthday greetings.

Value-added Features

- Address-book that can store up to 30,000 contacts.
- Import and export of contacts from Excel or Word files.
- Sub-user account administration.
- Reporting feature helps you gauge the effectiveness of your messaging activities.
- Chinese language support.
- Contact Grouping allows you to create and manage your message recipient list.
- Message customisation lets you add a more personal touch.

Key Benefits

- Very affordable communication tool. Low SMS rate, no set-up, production or media costs.
- Ensures more effective Customer Relationship Management (CRM) to help you deliver better customer support.
- Delivers messages direct to your target audience and provides measurable reach.
- Has minimal development / production cost as compared to traditional media.
- The ultimate in convenience and flexibility – you can even pre-set the date & time of broadcast in advance.

Who is it for

- Multinational corporations with huge customer data base
- Direct sales companies to reach distributors and members
- Event organisers and media agents
- Social clubs and non-profit organisations
- Cafés, restaurants, pubs and hotels
- Departmental stores and retail outlets with customer loyalty / CRM programmes
- Insurance and unit trust agents
- Sales and marketing departments

REDtone

Changing Rules, Better Alternatives

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