

# TOP WAYS TO USE CPAAS IN YOUR BUSINESS

## MARKETING



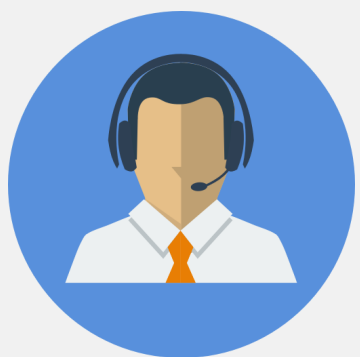
- Send campaigns to your audience in their preferred channel – voice, SMS, social messaging, and more.
- Send outbound messages and receive responses for events, feedback, contests, and other campaigns.
- Integrate with CRM to better engage your customers with more personalized and targeted messaging.
- Use analytics to better understand how your audience is interacting with your company and make improvements.

## FINANCE



- Verify customer information with two-factor authentication.
- Streamline the collections process with reminder notifications that include payment options.
- Utilize advanced analytics and machine learning to reduce fraud.

## CUSTOMER SERVICE



- Provide support through voice, SMS, social messaging, and other channels.
- Automate status updates, resolution, or reminders.
- Send out one-time or automate customer satisfaction surveys and include follow up actions such as loyalty coupons.
- Identify emotion and intent with natural language processing, and respond accordingly.

## HUMAN RESOURCES



- Send out company-wide notifications to your employees through multiple communication channels.
- Enable a chatbot to handle employee requests such as scheduling time-off or benefits administration.
- Send out birthday and anniversary messages to show employees your appreciation.
- Conduct employee satisfaction surveys to gather feedback and improve internal processes.

## IT



- Integrate with trouble ticket system to automate status updates.
- Send internal and external notifications for scheduled maintenance or outages.
- Automate password change reminders.
- View analytics to monitor communications and proactively detect and address issues.