
biz-e-Motion™

Communicator®

The Ultimate business communication tool to reach your prospects, customers, customers, vendors and co-workers effectively.

Communication has become an important aspect in today's business environment. Apart from customer service and customer satisfaction, organizations are focusing on customer relationship management in order to ensure continued success. Within the organization, effective communication helps to increase efficiency and streamline business operations. The ability to leverage on today's communication channels and technologies is thus the key to building a successful organization.

SilkTech Communicator is a next generation business communication tool that enables you to have an integrated multi-channel messaging infrastructure that ensures timely and effective communication. With this tool, you can maximum your marketing effort, build strong brand name, develop customer loyalty and promote collaboration in a cost-effective manner.

A Package of Benefits

Improved Information Delivery

SilkTech Communicator combines the use of different communication channels to achieve improved information delivery. Recognizing that every individual has his preferred way of communicating, SilkTech Communicator is designed to support multiple communication channels such as e-mail, fax, SMS etc, all within a single system, allowing personalised message send to recipients at the most appropriate method.

In addition, SilkTech Communicator comes with scheduling and job monitoring features that automate message delivery and ensure successful and timely delivery of every message.

Easy Message Preparation

SilkTech Communicator comes with a variety of professional designed email or fax template. Preparing messages is made easy with its message template designer that allows both text and images. Additionally, SilkTech Communicator allows you to automate your message contents as it is able to place data into customized messages for each recipient by directly accessing, filtering and extracting relevant data from your enterprise databases.

Reduce Operating Cost

SilkTech Communicator offers opportunities to reduce operating cost from both the communication channels it uses and the application areas to which it is applied.

Leveraging on low-cost communication channels, SilkTech Communicator enables you to send marketing messages to a more recipients at a lower cost per recipient. SilkTech Communicator also provides cost savings and effectiveness in various



fax



email



sms

application areas. For example, the most suitable channel can be selected for each recipient to ensure effectiveness in communication. Also, administration cost can be reduced with the automation of preparing and sending statement of accounts and other messages to customers via the system.

Centralized Communication Management

SilkTech Communicator comes in Lite, Standard and Premier editions which can be used by organizations ranging from small enterprises to large corporate according to their communication requirements.

With SilkTech Communicator's support for multiple communication channels and ability to store contacts and messages, you can have a centralized control over your communication resources, avoiding the need to store and maintain multiple sets of contacts and messages in different medias and formats.

Broad Application Area

As a messaging and information delivering tool, SilkTech Communicator can be employed for a wide range of application areas from sales, marketing, CRM, to business operations and administration purposes. Typical application areas include:

Sales & Marketing

- Sending company newsletter, press release, marketing and sales promotion
- Conveying seasons greeting, removal notices, Thank you notes
- Sending seminar invitation and confirmation note

Business Operation

- Announcing new product arrival, price updates, change in business arrangement and new policy
- Automate customer billing process by sending different payment reminder with different aging status
- Automatically sending regular statement of accounts or other admin messages with dynamic data to customers.

Enterprise Communication

- Sending messages or notification to employees on company-related issues.
- Regular and recurring information, such as payment advice, deliver to staff in different group/department

Key Features

- ◆ Address Book
- ◆ Enterprise Application Interface
- ◆ Message Template Designer
- ◆ Broadcast List Manager
- ◆ Broadcast Schedule Manager
- ◆ Broadcast Service Manager

Address Book

SilkTech Communicator Lite and Premier editions come with a built-in address book that allows you to store your contacts. Contacts can be imported into the address book from text files and spreadsheets. In addition, the address book allows you to include or exclude contacts from mailing lists.



fax



email



sms

Enterprise Application Interface

Besides automating message sending with its scheduling features, SilkTech Communicator further allows you to automate the contents of your messages with its Enterprise Application Interface. This features enables the program to directly access your enterprise databases to extract the relevant data without exposing the other data fields. You can also create calculated fields in your messages when extracting data from your enterprise database.

Message Template Designer

SilkTech Communicator comes with a Message Template Designer that enables you to create and store different messages for different purposes, and use them repeatedly. You can also group your messages into user-defined groups. In addition, it comes with 10 predefined ready-to-use message templates as well as 4 predefined message groups. The Message Template Designer features functionalities such as text, image and font support, formatting of message sections such as page header, group header, message body, footer, totals, etc. You can also create new messages by copying from existing message templates.

Broadcast List Manager

Broadcast List Manager allows you to create and maintain lists of recipient for different messaging purposes. It is equipped with filtering capability that selects recipients based on message content, and is able to select a fixed number of recipients based on ascending or descending order. You will also be able to preview message layout for the selected recipients with or without the message content.

Broadcast Schedule Manager

Broadcast Schedule Manager handles the scheduling of messages with its advanced scheduling capabilities. You can setup messages to be sent on periodic basis such as daily, weekly, monthly, quarterly and yearly. Files can also be attached for e-mail messages. Upon sending messages, notification will be sent to the message owner and all communication activities are logged and reports can be obtained for monitoring purposes.

Broadcast Service Monitor

To ensure that all messages reach their recipients, SilkTech Communicator is equipped with a Broadcast Service Monitor which monitors that status of all broadcasting jobs and allows user to manually control jobs where appropriate. Users may pause and resume any job, as well as start, cancel or restart any job.

Note: SilkTech Communicator comes in Lite, Standard and Premier editions. Please refer to the product fact sheets for the exact features available in each edition.

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