

## Features Overview & Technical Specifications

### Cloud based platform

Manage your SMS and email campaign from anywhere; simply login into your instance using any modern browser. HTTPS connection to guarantee privacy and secure your data transfer to the cloud; everything you do is transmitted using a Transport Layer Security (TLS) encryption tunnel.

### Email and SMS campaign

An extremely cost effective and efficient method to communicate, engage and encourage patients to make appointments or create a preventative health care email or SMS and send it out to any filtered segment of your patient community.

Unlock the power to communicate to any of your patients for whom you may not have email addresses recorded. This is an ideal way to reach any or all of your patients for your healthcare initiatives or keep patients updated on practice news such as unexpected practice closure dates.

### Email Templates

Create campaigns that can effectively communicate with your patients.

Use existing templates or create your custom content using the friendly editor. Adding media or altering text style is as simple as using your favourite word processor application.

### Schedule

Not ready to send the campaign yet; set a scheduler to trigger it at a later date. Check your campaign status from your Mail or SMS overview page and access the reports once done.

### Reports

Visualise or export the outcome of your campaign; identify failed deliveries, rejected addresses and identify how many users actually checked the content (opened the email).

Create hyperlink connections to external content (such a blog or webpage) and analyse how many recipients clicked on the link.

Export your results to be analysed or reused on third party platforms.

### Manage your credits

Top up your account for the amount of SMS and EMAIL you use and opt in to auto top-up if you want the system to handle the purchase automatically. We safely store your card details and use the most secure gateways to process your payments.

## DETAILED FEATURE LIST

### Email

- Template library
- Email editor

### SMS

- Template library
- Custom SMS

### Access/Security

- Web based login (HTTPS)
- Password reset option

### Reports

- Overall recipients' status
- Bounced
- Rejected
- Delivered
- Opened
- Export to CSV or XML

### Dashboard

- Password change
- User details change
- User management
- New item notifications