

#250 Sayit To Mobile




The spoken keyword

The service allows a consumer to dial #250 anywhere in Canada and the USA and then say a spoken keyword .e.g. a brand or promo name to the #250 code to reach a desired service. Triton has partnered with Mobile Direct Response (MDR) to provide an unsurpassed mobile marketing platform that combines easy voice access for consumers with contact centers and location based services that work on virtually all mobile phones.

This combination maximizes marketing reach and response rates by offering timely, opt-in, location-specific offers, and providing consumers the easiest way to respond using their voice. Consumers see or hear an advertising call-to-action, “just dial #250 on your mobile phone and say (keyword)”. The “keyword” can be the advertiser’s brand or promotional name.

The essence of the service is that consumers do not have to remember or write down random phone numbers or short codes to reach the company. They only have to remember the brand or product name. This results in higher response rates and more sales! The service allows mobile users irrespective of carrier, handset or operating systems the ability to be reached on a national or North America wide basis and interact for immediate direct response for brands, advertisers and general enterprises. Naturally, the value delivered includes higher response rates, accessibility and ease of use.

SERVICE OPTIONS

Service	Basic	Advanced
	<p>Call results in a text reply e.g. dial #250 say keyword receive coupon and link (WAP,WEB).</p>	<p>Location based services where consumer dials #250 and our platform locates them.</p>
	<p>Call is routed to an IVR or live agent. Consumer dials #250 says keyword and is immediately connected for IVR automated response or to live agent response.</p>	<p>Routed to location business or center nearest callers current position.</p>
	<p>Other applications include opt in marketing for future mobile messages (database /customer relationship management) applications.</p>	<p>Conduct automated surveys. Accept verbatim customer comments. Enable voting or contest entries.</p>

