



Mass Messaging Solution

Introducing mass messaging



Get the word out with Multitone's mass messaging solution

Every organisation relies on emails to share information with their staff, clients or customers. However, we all know that people's inboxes are frequently inundated with emails, and that they can go unread for hours or days. Sometimes a message is too important to wait that long. In order to guarantee they read it quickly, you have to try another way.

Texting or calling people individually would take hours. Messaging app groups might work - as long as there aren't hundreds or even thousands of employees who need to be contacted. With our mass messaging solution, you can message thousands of people in one go, and it takes minutes, not hours. What's more, you can contact them across multiple devices, and pre-schedule follow-up communications, ensuring the message always gets through with minimal effort.

Mass messaging solution key features:

- Effortlessly import thousands of people's contact details at once from your spreadsheet or HR system
- Segment your audience by customer/employee, contract, job role, workplace, home address, division, country etc.
- Preconfigure messages and target audiences so they are ready when you need them, then customise them later as needs dictate
- Pre-schedule messages in advance

- Contact people on single or multiple devices
- Get proof-of-delivery and read receipts, with real-time data in a clear display
- Target your audience precisely, even down to where they are at that very minute

The Multitone mass messaging solution makes it quick and easy to communicate with large groups of employees or customers when getting in touch really matters. Many organisations can benefit from the system, for example:

- Universities: to issue building or campus closure alerts, severe weather warnings, evacuation or safety alerts to students and staff
- Utility companies: to alert customers in specific areas about unexpected service interruptions, predicted repair times, pre-scheduled engineering works etc.
- Public bodies: to issue severe weather or natural disaster alerts (inc. flood warnings, hurricane updates and tsunami alerts), evacuation orders and public safety info
- Medium-large businesses: to issue important communications to large numbers of staff

The Multitone mass messaging solution can ensure quick responses, prevent wasted journeys and even keep people safe.

Precise audience targeting



The Multitone mass messaging solution allows you to carefully tailor your audience for each message, ensuring it will only go to relevant people. To make the process faster, pre-configure audiences and messages based on your likely needs; these can be further customised later to suit each situation.

Upload your contacts from your database and then segment them in a number of ways. You might want to contact all your employees, just members of your IT department, or a subset of your customers. For a low priority message, you might choose a single contact method. For a high priority message, you might message them via every contact method possible; by texting their personal smartphone and their work phone, by email, by app and by pager.

Further define your audience by location, including region (Europe), country (Denmark), country subdivision (Zealand), city (Copenhagen) or fully customisable geofence for targeting districts, campuses, operational areas etc. You can use either stored data (home address or workplace) or, if they are using the Multitone messaging app, real-time GPS location of your employees to decide who receives the message.



Here are some examples based on the above of how you might use the audience targeting options available with our mass messaging solution:

1. Alert all staff members based in offices on Zealand that they are closed due to severe weather
2. Issue a warning to anyone using the Multitone app inside a geofenced area of downtown Copenhagen that there is an ongoing security alert
3. Message all IT workers in Denmark to let them know about a cyber-attack
4. Issue a Europe-wide announcement to all salespeople by SMS



Part of the Multitone communications ecosystem

Our mass messaging solution integrates fully with all our other communications solutions. Equip your staff with the Multitone messaging app and you will be able to use their phones' GPS systems to target messages based on their real-time location in relation to customisable geofences. You will also be able to include the app in your mass messaging contact options. However, the app in itself is an extremely powerful, versatile, and secure communications tool for your entire organisation, providing employees with a single method of communications to reach colleagues via voice call, SMS, email, app messaging, and more.

Beyond the Multitone messaging app, we have a host of other communications and IoT solutions which can unify, simplify and energise your business. Protect staff with a location-reporting personal alarm system, trace important items as they move around your facility with automated asset tracking, or centralise all your building and alarm systems, combined with automatic alert forwarding, for efficient site management and protection.

To find out more about what we can offer, visit **[Multitone.com/solutions](https://www.multitone.com/solutions)**



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