



Do you need and efficient SMS service?

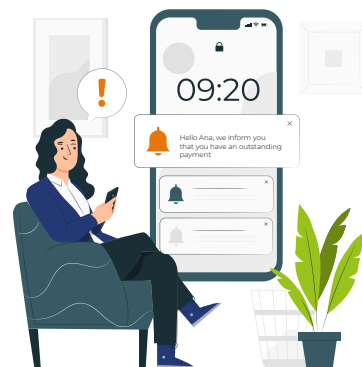
CallMyWay offers you the **SMS Channel** that allows you to send short messages to your business contacts through multiple interfaces and at the same time an integrated channel to your Contact Center.



BENEFITS

Personalized messages

When a company integrates the SMS Channel into its IsMyContact or 360 OmniCanal Contact Center and CRM platform, it will be able to define the text it wishes to send to its target market, and personalize it using information specific to each end customer. This is achieved through integration with the customer's standardized databases.



Extends your company's coverage

By scheduling campaigns on the SMS Channel, you can achieve greater market coverage by uploading a database of contacts to your IsMyContact Contact Center or 360 OmniCanal Contact Center.



Increased Productivity

By scheduling campaigns on the SMS Channel, you can automate processes that previously required more time from your service agents. In addition, you will be able to count on real-time metrics that will indicate the effectiveness achieved.





FEATURES

SMS Channel integrates with our Contact Center platforms: IsMyContact and 360 OmniCanal Contact Center and CRM, which leads to greater productivity and coverage of the Contact Center. In addition, the SMS Channel is available to all CallMyWay customers using the interface or service of their choice. These are listed below.



From **IsMyPeers**

A CallMyWay customer who has IsMyPeers will be able to send an SMS to his contacts. Simply select the contact, type and send the message.



From **www.callmyway.com**

A CallMyWay client can send SMS from our website. To do this you must enter the phone numbers to which you want to send the messages separated by comma and press the send button. The messages will be sent immediately. No technical expertise is required.



From **HTTPS**

If this mode is your preference, an HTTPS per message is required. So the authentication parameters for sending and collecting messages must be included.



From **XML**

If this modality is your preference, it is required to execute one XML per message. In such a way that the authentication parameters for sending and collecting messages must be included.



From **SMPP**

If this is your preference, establish an SMPP connection between the client and CallMyWay to send the messages. This is the method mostly used between service providers.



Unique identifier

CallMyWay assigns a unique call identifier for message traceability. An SMS Channel customer could have different identifiers for different types of campaigns.



Available Networks for sending SMS

SMS can be sent through all telephone networks available in Costa Rica. SMS reception is currently available from the ICE network, but more options will be available in the future.



Service flexibility

An SMS has a standard maximum size of 160 characters. In case of sending a message that exceeds this size, it will be sent in a deferred way and therefore a higher charge will be applied since it may require two or more messages to send all the content.



Diversity of options

The end customer of the SMS Channel has a variety of sending options: HTTPS, XML or SMPP. Each customer selects the option of his preference.



Compliance with Regulations

The Telecommunications End-User Protection Regulation requires that bulk messages only be sent to recipients with whom the sender already has an existing relationship. There is also a requirement to stop sending messages at the simple request of the end user.



BUSINESS MODEL

ACTIVATION

No activation fee

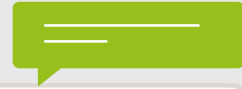
MONTHLY

The service is charged on a per-message sent basis, but customers can still contract plans so that the per-message charge can be significantly improved.

Since it is not possible to have a reply message from all networks, all messages sent are charged.

CUSTOMER SERVICE CENTER

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