Introducing the
Esendex Reseller Programme

esendex®

Introduction

The future of how businesses and organisations interact with their audience is digital and mobile first. Traditional channels including letters and agent driven phone calls are expensive, and have a low engagement rate. Because of this, adopting a digital approach which targets your audience's mobile devices has become critical to ensure successful communication.

The Esendex Reseller Programme gives you the power to offer a continuously evolving range of mobile-focused communication channels, which provide faster engagement, added business value for your customers, and the opportunity for you to generate bigger revenues.

Esendex is trusted by ambitious and discerning resellers to help them stand out from the crowd. We'll provide the support and technology you need - along with a reseller programme which suits your requirements.

The programmes we offer:

Technology Partner

Our Technology Partner programme is designed to help businesses quickly and easily offer a wider range of products (including SMS, Voice, and Email) to their customers. This will also crucially allow Technology Partners to provide convenient multichannel communication workflows.

We can also work with you to use your own customer facing portal, which will be powered by the Esendex engine, creating your own communication Technology Partner business.

▶ Preferential rates for your customer allowing you to create a mark up and remain competitive

▶ Ability to create sub accounts to control multiple customer billing

▶ Itemised billing by account to audit and recharge

▶ APIs which will integrate directly with yours and third party systems

▶ Dedicated support team and Account Manager.

Esendex Partner

Our Partner programme is designed for businesses with an existing customer base, who are looking to use intelligent business communications either through a web platform or API. You can start reselling SMS to your customers at minimal cost, and generate profit from every purchase they make.

▶ Dual branded partner profile page created on the Esendex website

▶ 10% revenue share for the life of the customer

▶ Esendex manages the relationship with your customer

▶ API, email and Web account available to support sending of messages.

Value Add Partner

Our Value Add Partner programme shares all of the features and benefits of our Partner programme, but passes on maximum discount to your customers rather than you taking a share of the revenue.

▶ Dual branded partner profile page created on the Esendex website

▶ Esendex manages the relationship with your customer

▶ API, email and Web account available to support sending of messages

▶ Promote wide take up of the Esendex solutions by offering them at a highly competitive rate.
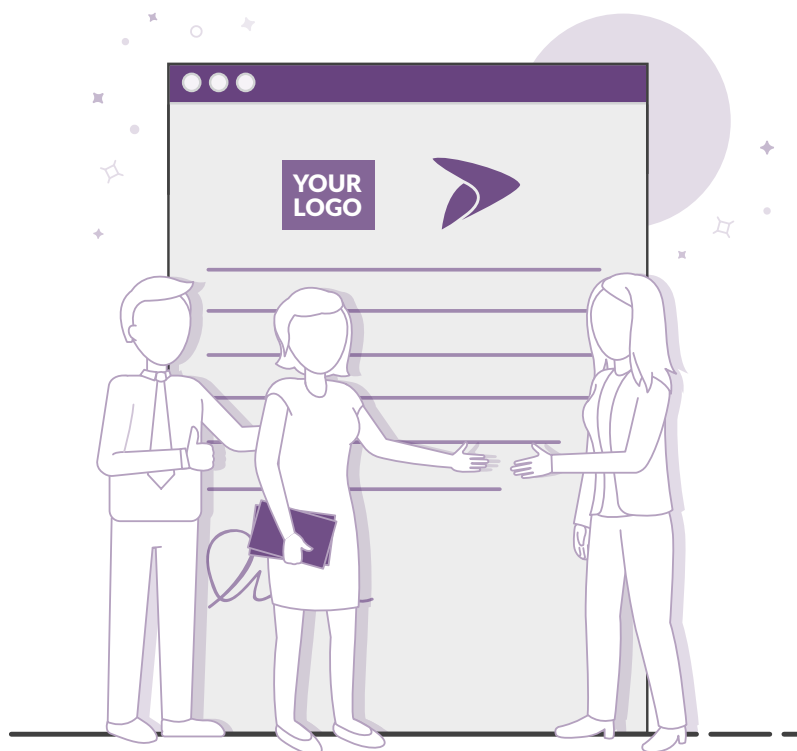
Which communication channels are available?

As an Esendex reseller you'll be able to offer the complete range of digital, mobile focused channels that Esendex offers.

In addition to this you'll be able to offer your customers intelligent multichannel communication workflows which utilise combinations of our channels, and help increase their chances of reaching customers.

| SMS

With more mobile devices than there are people in the world, and a 95% open rate[1], SMS is one of the most effective means of communicating with your customers and staff.

1. *Esendex - What is the open rate for SMS?*

SMS

When you send SMS via Esendex, you benefit from our direct connections with major networks, ISO 27001 accreditation, and robust platforms supported by experienced engineers. This means your messages are sent quickly, securely and reliably.

SMS API

Our SMS API will allow your customers to automate the sending of SMS from their existing business systems and portals. Integration is easy no matter what programming language they use.
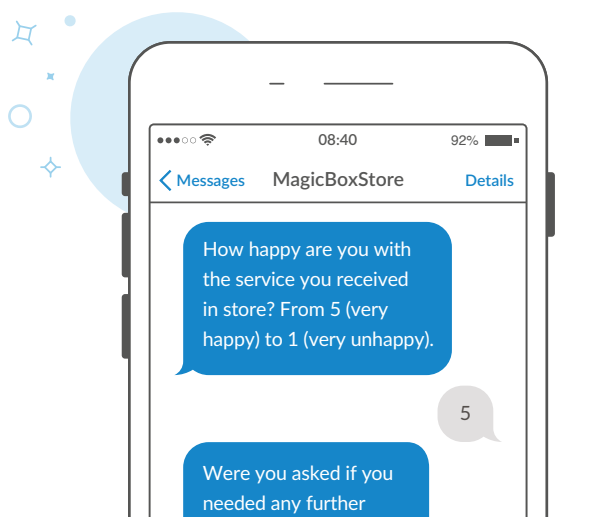
SMS via Email

Our email to SMS service offers seamless integration for your customer's email client. They'll be able to send and receive SMS to and from their email, meaning there are no separate inboxes to check and all communications are in one place.

SMS Surveys

Deliver the questions your customers want to ask via SMS and gain the customer or team responses their business depends on. SMS Surveys can be used to rapidly obtain staff and customer feedback, satisfaction scores, employee engagement or responses for market research.

08:40   92%
Messages   MagicBoxStore   Details

How happy are you with the service you received in store? From 5 (very happy) to 1 (very unhappy).

5

Were you asked if you needed any further

SMS Chat

With real time, two-way SMS Chat, single call centre agents can handle multiple conversations at once, saving your customers valuable time and agent resource. Your customers will in turn be able to offer a channel that allows their customers to interact at a time and place that suits them.
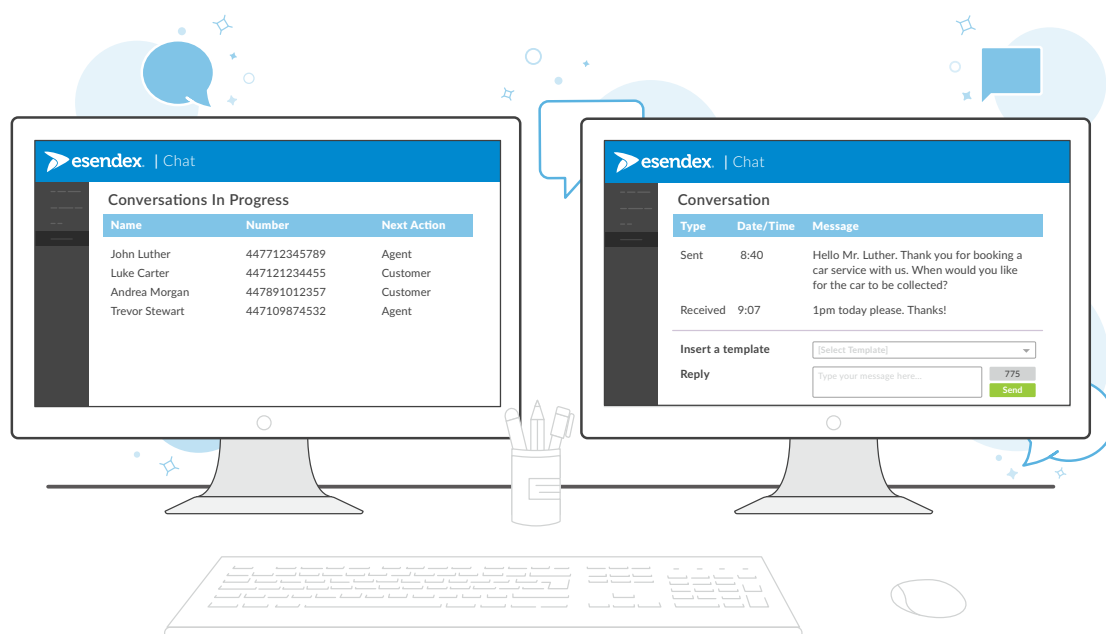
Our powerful online SMS platform (Echo) will allow your customers to start sending highly engaging SMS messages quickly and easily. The platform can be set up in a matter of minutes and through the straightforward and intuitive interface, your customers will be able to manage their message sends simply, and also view detailed reports to measure performance.

SMS Plugins

You'll be able to connect your existing applications, and send automated text messages to prospects, customers or staff.

Our integrations can already offer SMS functionality to a host of systems including:

- Zapier (together with Salesforce, Hubspot, Magento and many more)
- Microsoft Dynamics
- Goldmine
- Netsuite
- Shopify
- Microsoft Outlook
- Zendesk.

Voice

With businesses looking for flexible ways to communicate with their customers, our Voice product suite provides a high quality, affordable and easy to manage solution.

Inbound Voice

Our Inbound Voice solutions enable businesses to intelligently route large volumes of incoming calls concurrently, reducing costs and providing a better customer experience.

Call routing

Our intelligent inbound call menus route callers to an appropriate department or outcome, and offer a professional and more affordable alternative to traditional switchboards.

Hosted IVR

Our Interactive Voice Response seamlessly integrates with your call centre to provide self-service options for taking payments, satisfaction surveys, granting account access and customer validation.

✆ Outbound Voice

Our Outbound Voice solutions are ideal for businesses who make a substantial number of calls to customers, enabling you to automate much of the process and free up your agents' time for priority calls. Our versatile platform means that you can either pre-record your broadcasts, or use our text to speech service to type your message, which will then be played back in a language of your choice.

Broadcasts

Give your customers the power to make multiple calls simultaneously to landlines and mobiles. Appointment reminders, customer service alerts, surveys and promotions can all be delivered in engaging way without the need for your agents to make a call. Broadcasts can even link to a live agent when required.

Voice API

When your customers want to send Outbound Voice messages from their own business systems, our Voice API integrates quickly and easily.

"For payments **press 1**..."

THE BANK
Calling...
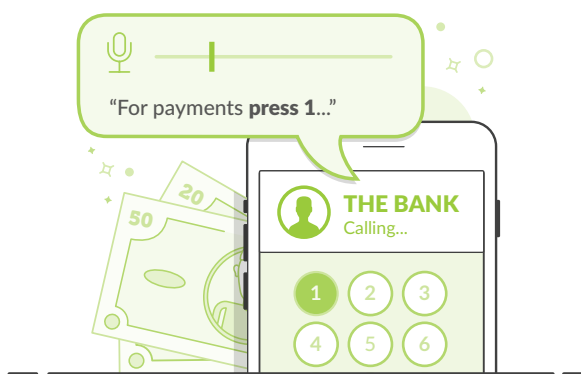
Mobile & Web

Take advantage of the explosion in tablet and smartphone use by creating online experiences specifically targeted towards these devices.

🌐 Mobile & Web

Whether it's completing a payment, taking a survey, purchasing e-tickets or powering your promotional activity, our products will help you capture and keep the attention of customers wherever they are.

📱 Mobile Journeys

Interacting with web content on a mobile is often challenging when it hasn't been designed with mobile devices in mind. Mobile Journeys remove this problem by putting the mobile user first to complete actions such as making PCI compliant payments, providing feedback, delivering promotions and collecting data.

Customers simply receive an SMS or Email with a link to the Mobile Journey, and then the interaction is completed in a simple to navigate, distraction free environment.
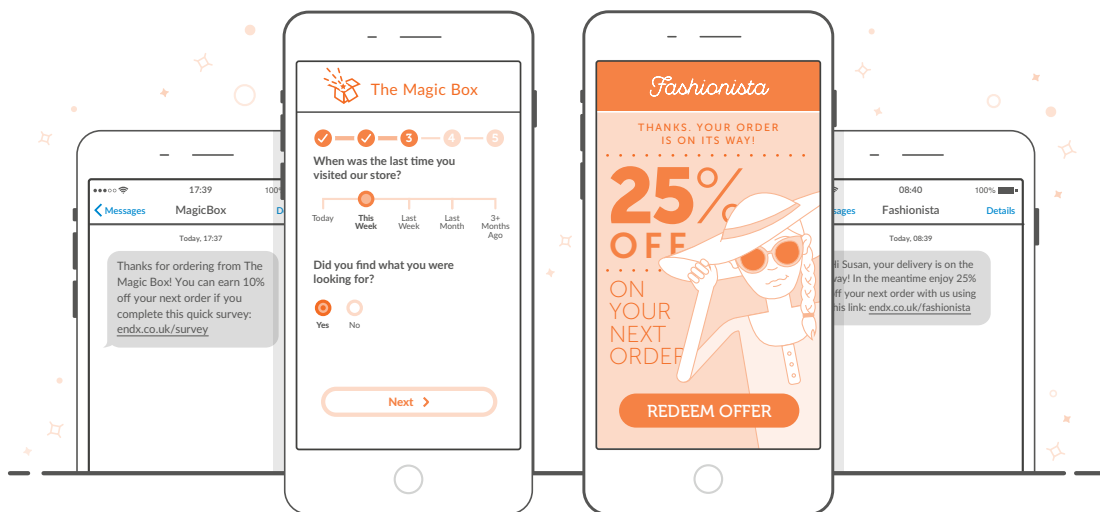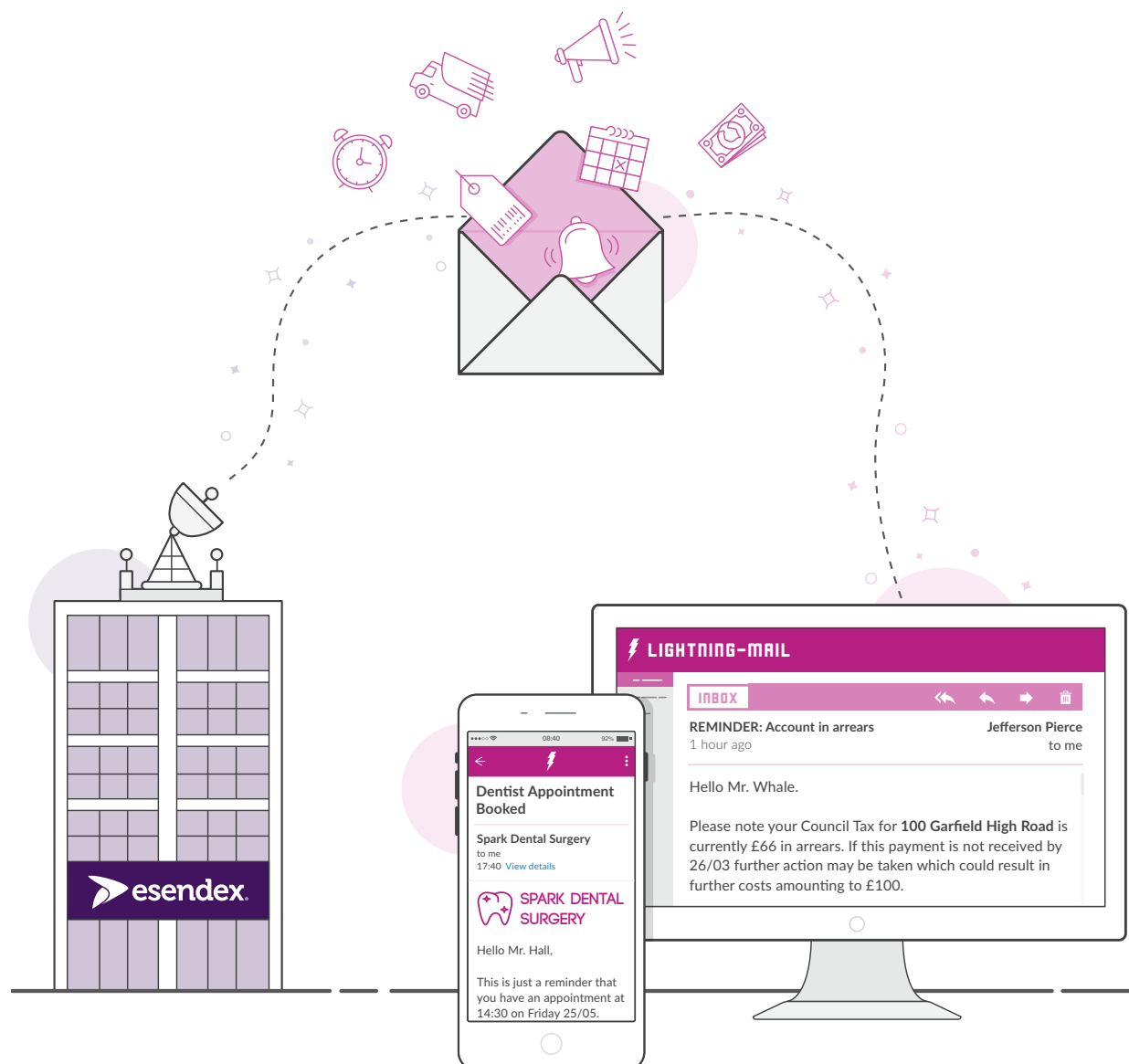
Email

For your customers who are looking to communicate with their audience in a simple, cost effective way, email is an effective communication route.

✉ Email

Our fully managed solution allows the creation of message templates which can use customer data to generate fully personalised emails including contact details, account information and balances.

For any email attachment where security is key, we offer an added security stage which requires the entry of a security code supplied to the recipient via SMS.

Rich Messaging

As technology advances, so too does customer expectation. With demands for higher levels of service and engagement from their favourite brands, businesses may find that Rich Messaging is the most helpful option to reach their customers.

Rich Messaging

Our Rich Messaging solutions offer a more interactive experience tailored for the customers needs, helping to increase brand reputation for companies across a multitude of sectors.

Landing Pages

SMS messaging is beautifully simple, getting to the point quickly and with no frills. But pictures speak a thousand words, and that's where landing pages come in. Esendex's SMS landing page creator enables you to build a web page specifically for viewing on a mobile phone. You can include images, offer codes and call-to-action buttons to drive customer engagement.
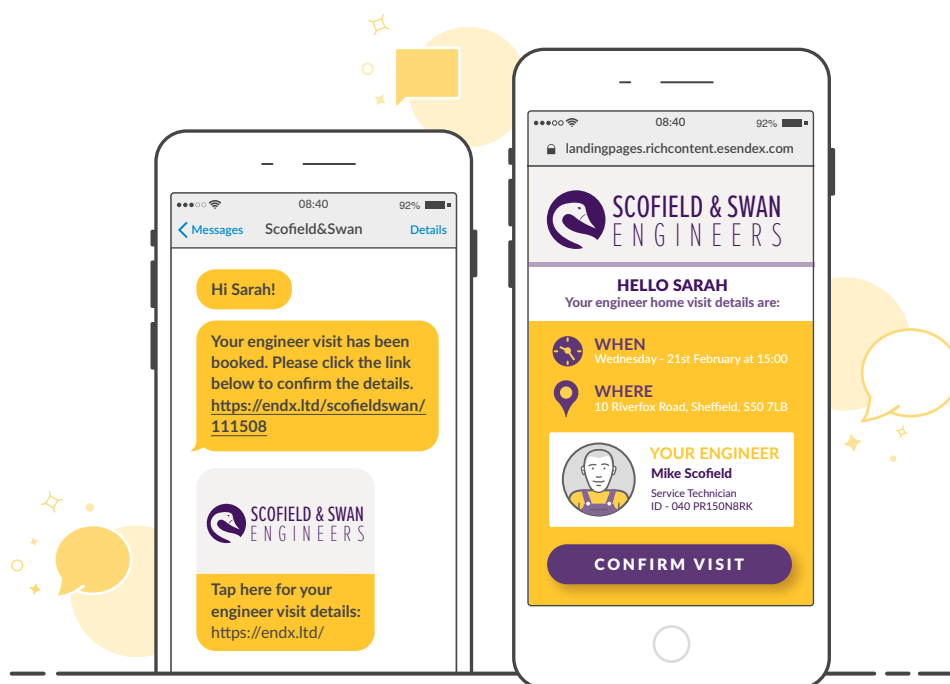
Our landing page builder is customisable, from your logo to brand colour and even font. We have a range of professionally designed templates that can also be implemented for ease of use. These are tailored to the most common message types and for a range of industries.
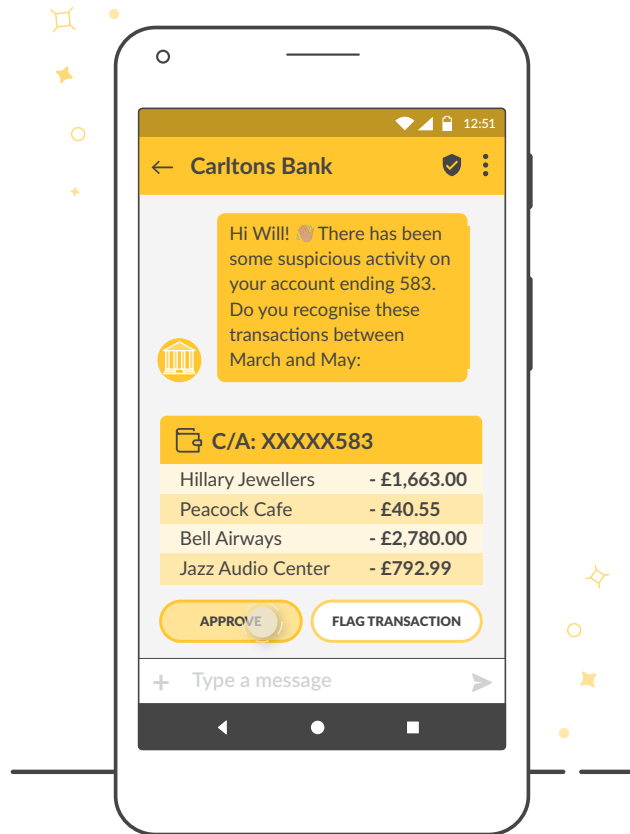
RCS (Rich Communication Service)

RCS Messaging is designed to build on the functionality offered by SMS, and become the go to messaging communication channel for B2C interactions over the next few years.

While maintaining the benefits of SMS messaging (like the 95% open rate), RCS enhances the customer experience with advanced functionality similar to that offered from within messaging apps (like Facebook Messenger and Whatsapp), but all from within the comfort of your phone's default messaging app.

Functionality like the ability to build trust with a consistent brand experience, buttons to prompt responses, carousels and chatbot integration make it easy for providers to automate more interactions. RCS senders are also able to become accredited as a "verified sender", which can help reassure the customer that their interaction is with a trustworthy source.

Carltons Bank

Hi Will! 👋 There has been some suspicious activity on your account ending 583. Do you recognise these transactions between March and May:

C/A: XXXXX583

Hillary Jewellers	- £1,663.00
Peacock Cafe	- £40.55
Bell Airways	- £2,780.00
Jazz Audio Center	- £792.99

APPROVE   **FLAG TRANSACTION**

Type a message

Intelligent Multichannel Messaging

Combine Esendex's Voice, SMS, Email, Mobile and Web solutions to help your business increase its chances of reaching customers and surpassing its goals.

Intelligent Multichannel

We'll help automate the shift from one communication channel to another and record your customer's preferences to make it easy for your business to enjoy an increasing rate of success.

Our award winning professional services team will help your customers design, develop and deploy the perfect intelligent multi channel workflow.

How will Esendex support me?

Esendex is committed to supporting our resellers through a range of leading business communication products which enable you to offer digital, mobile focused solutions to your customers. By continuing to invest heavily in both new and existing technologies, we'll ensure that you have the tools you need to generate more revenue and grow your customer base.

Once you've joined the Esendex Reseller Programme, your dedicated account manager will work closely with your business to establish exactly what your requirements are. By using a combination of our proven sales strategies, and your local market knowledge and insights, we'll develop the most effective go to market strategy specifically for your business.

We'll also give you an in depth induction into the solutions you'll be selling, and demonstrate the best practices which will help you showcase the products to their fullest potential. You'll also gain access to product test environments, where you can continue to learn about the products.

Once you're up and running, we'll continue to support you with access to our global support network and expertise. We'll even be able to invoice your customers for you, on an account by account basis.

What are the Esendex benefits that you can offer to customers?

Reliable message delivery

Our direct connections with major mobile networks means your messages reliably reach customers in the fastest way. We never use *grey routes* which compromise the speed, security and reliability of your messages.

ISO 27001

Esendex conforms to the globally recognised security standard, which illustrates that protecting our customers' data is paramount.

Intelligent mobile focused communication channels

Offer your customers any of our SMS, Voice, Web, Email or Rich Content messaging options. Our easy to use platforms will also give your customers fast access to usage data, advanced reporting, message history and admin tools.

Multichannel communication approach

Combine our intelligent channels to digitise your customers' communications faster, and provide your customers with the option to use the channel which suits them best.

Easy to use APIs

Our APIs are simple and can be integrated quickly into your customers' existing systems.

Secure communication platform

We use the most secure communication protocols (TLS 1.2) to ensure your customers' data is sent and received in the safest way.

UK data centres

Customers' data is stored at our UK data centres, meaning speedier access to information, and also legislation compliance where required. Our data centres are also mirrored, which means if there is a problem at one centre, your service can still continue by using another.

Customer support

With offices in the UK, Europe and Australia, customer support is available almost 24/7, completely free of charge; and, for a negotiated fee, fully round-the-clock technical support is available.

Fast set up

We aim to have you up and running within 24 hours of your contract being signed.

Complete scalability

Our platform handles billions of messages per year - so no matter the size of your business, the Esendex platform can easily handle it.

What is Esendex looking for from a reseller?

Esendex partners with resellers who are looking to move their customers' communications into a digital, mobile first arena.

You could be a large reseller wishing to provide a self-serve customer service communication to a major brand, or a smaller reseller seeking the ability to send notifications and alerts to local businesses. Esendex helps all kinds of resellers and caters for every type of business wishing to have better communication with their customers.

Esendex has a passion for making sure our customers are technologically and strategically positioned to have better interactions with their customers. If you can say the same, then we'd love to speak to you about becoming an Esendex reseller.

Become an Esendex reseller

Getting started on the Esendex Reseller Programme is fast and easy!

Contact a member of our reseller team today and we'll find the right programme for you, as well as providing all of the advice and support that you need to start selling intelligent business communication channels.

To contact our reseller team:

📞 Call **0345 356 5758**

🖥 Visit ***www.esendex.co.uk*** where our agents are available on ***LiveChat*** (office hours only).

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