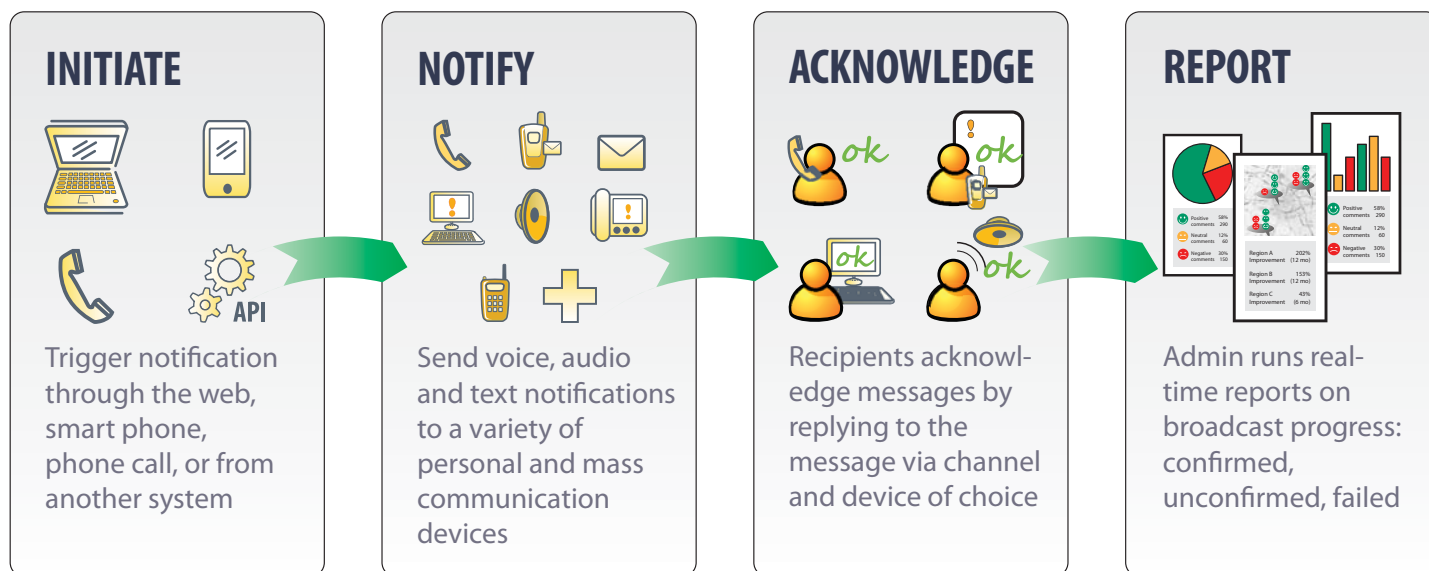


BlazeCast® Intelligent Customer Notification

PRODUCT BROCHURE

BlazeCast® is an award-winning intelligent customer notification solution that enables faster delivery and acknowledgement of vital information across a wide range of channels and devices to customers, employees, key stakeholders and targeted groups.



Connect with the Right People at the Right Time

From routine day-to-day activities such as billing notices, order status, and appointment reminders to crisis-oriented events such as outages, recalls, and emergency response, BlazeCast allows companies to deliver timely information to the right people at the right time, using the recipient's preferred mode of communication.

BlazeCast Benefits

» Optimize Daily Operations

Automate communications for order status, outages, billing notices, shipments, special offers, etc.

» Improve Customer Satisfaction

Deliver real-time, personalized and interactive notifications over the customer's channel of choice

» Reduce Operational Costs

Proactive customer outreach via their preferred channel reduces up to 75% of call center volumes

» Drive New Revenue

Notify customers of promotions, events and limited time offers using their media of choice

» Enhance Crisis Response

Respond quickly and accurately to crisis-oriented events; communicate rapidly and clearly to employees and stakeholders

» Improve Transparency

Generate real-time reports consisting of auditable record of open, acknowledged and closed issues

Multi-Modal Features

Multi-Point Activation	Flexibly initiate an alert or a page from a landline phone, IP phone, computer or mobile device
Advanced Text Notification (SMS)	Send text alerts to mobile phones with the option to request acknowledgement from recipient
Computer Desktop Notification	Fast, reliable and intrusive messages to computers, laptops, and digital screens across the campus
Precision IP Paging	Web-based map view to page and broadcast customized messages to speakers and phones with granularity on a campus, building, hallway or room basis
Talkback IP Speaker	Enable two-way conversation via on-board microphone in the speaker
Advanced HTML Texting	Broadcast text and HTML messages to phones, computers and mobile devices
Text-to-Speech	Send live or pre-recorded text-to-speech messages via SMS, phone, mobile, and overhead paging
Find-Me, Live Conferencing	Ensures stakeholders are reached through sequential phone numbers and connected to a live conference call for group discussion and instruction
Email	Coordinate email alerts with other mediums as part of a layered notification plan
Common Alerting Protocol	Exchange emergency information between CAP-compliant devices and services

Proven Uses

- » **Customer Feedback**
Using channel of choice, customers notify managers and staff of tasks that require immediate action
- » **Recalls**
Automate recall notification to key stakeholders where immediate action is required
- » **Critical Issues**
Notify stores regarding notices, product issues, policy change
- » **Secret Shopper**
Multi-channel tools for secret shoppers to notify managers and staff of tasks that require immediate action
- » **Daily Communications**
Notify people to fill shift; billing notices, appointment reminders, order status
- » **Outage Notification**
Automated notification for unexpected outages, planned outages and outage restoration
- » **Customer Care**
Notifications for welcome messages and appointment reminders
- » **Marketing**
Promos, coupons and loyalty programs via customer's media of choice

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