

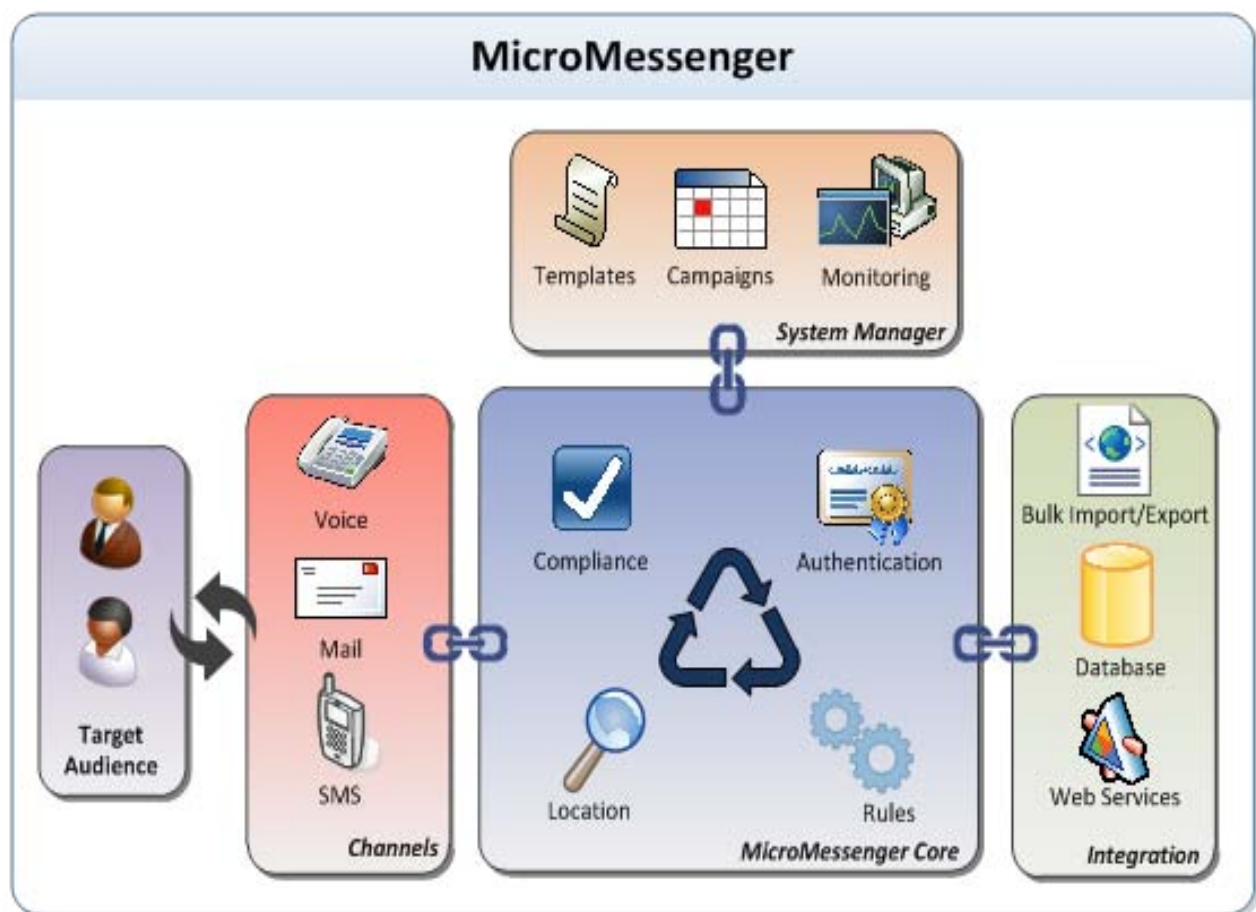


MicroAutomation's MicroMessenger™ - A Proactive Customer Engagement Solution

Are you waiting for your customers to call you? Contact them before they have to.

MicroAutomation's MicroMessenger™ is not yesterday's dreaded outbound dialer. It is a business-ready and industry proven **proactive customer engagement solution**. Built with **user-configurable campaign management options** for maximum flexibility - and **real-world business rules** that will positively impact customer satisfaction, while avoiding regulatory and compliance issues.

Whether for ad hoc campaigns, or for core business processing, the ROI's are stunning.



Supporting Anytime, Anywhere, Anyway Contact

MicroMessenger's key differentiators exceed the competition. Over 20 years of contact center experience have created a proven product with unique value.

- **Compliance:** Follows FTC, FCC, state and DMA guidelines (including dead air time and minimum ring cycles)
- **Authentication:** Implements real-time systems validation as well as phone and email data scrubs
- **Business Rules:** Optimizes contact based on actions including multiple call attempts, callbacks for busy attempts and machine answers
- **Location:** Monitors time zone, GPS based SMS delivery and future contact based on these results
- **Campaign Management:** Supports easy-to-use campaign management tool including custom data, Caller ID and port-throttling
- **Data Integration:** Integrates data in various call stages and types including Inbound (Pre-call), In-call, Outbound (post-call)



MicroMessenger™ Standards-based Deployment Options

Hosted, On-premise or BOTH? Your Choice.

The MicroMessenger product is developed on standards-based technologies. This makes it simple to integrate into any on-premise or hosted platform ... or a combination of both!

The product can support virtually any IVR and phone switch and also supports voice, text and email integration.



Find your best fit



Whether you choose to have MicroMessenger hosted or on an on-premise CPE basis, let us show you how to leverage this new interactive model to build value within your organization.

About MicroAutomation

Commercial, government and 911 customers worldwide have benefited from MicroAutomation's expert design, development, deployment and support of their contact centers for over 20 years. Outstanding creativity, the ingenuity and forethought of our engineers and partnerships with a wide-range of leaders in our industry allow us to continually provide our clients solutions that surpass expectations. <http://www.MicroAutomation.com>

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