



NEW SMS
INBOUND –
AN AUSTRALIAN
WORLD-FIRST

Increase your potential sales leads and reach by using your existing Telstra Inbound calling number to receive text messages

The way we do business is changing. Increasingly, customers and prospects are looking for ways to communicate with your organisation that suit them at any given time. Your communications systems need to innovate to keep pace.

Telstra now offers a uniquely Australian capability that allows customers to communicate with you via SMS on a number that they previously could have only used to make a voice call. For the first time, you can now use a Priority One3[®], Priority 1300[®], or Freecall One8[™]

and Freecall[™] 1800 to receive SMS messages from your customers, as well as voice calls. It's a simple, cost-effective way to make your organisation more flexible and responsive – and increase results from your communications.

Key benefits

- Extract more value from your existing Telstra Inbound number that you've probably already spent time, money and effort promoting
- Combine it with one of Telstra's messaging products for a complete solution
- Increase efficiency by streamlining and automating transactional services such as responding to information requests or providing customer service messages
- Reach more customers faster with a more flexible and responsive system
- Develop new business opportunities via improved customer service and marketing campaigns
- Scale and adapt your solutions as your needs change, such as across multiple branch locations
- Enjoy the security of Telstra's robust and reliable network

How it works

SMS Inbound gives current customers other ways to respond to you, which may be more convenient to them. But just as importantly, it now allows you to reach customer segments previously missed with current voice-only response options. For example, hearing-impaired individuals or people from non-English speaking backgrounds, who may not feel confident speaking to a call centre, can be reached. Simply advertise your existing or new Inbound number and give customers the choice of either phoning or sending an SMS with a keyword on a Telstra mobile handset*. With the aid of Telstra Integrated Messaging, responses will then be sorted, and customised auto replies delivered immediately to the sender. Telstra's messaging services include Telstra Integrated Messaging, Telstra Desktop Messaging and Telstra SMS Access Manager; simply choose whichever best suits your requirements.

Increased response rates

SMS Inbound can help increase response rates and drive cost efficiencies in the following ways:

Out-of-hours response

Organisations can capitalise on the significant investment already made in promoting an Inbound calling number. A single Inbound number for voice and SMS allows you to capture leads, even when a contact centre is closed, with an automated response to SMS messages received. It means you have the potential to change your call centre opening hours, saving on staffing and operational costs.

Prompt for more information

Send customers an automated response containing information such as a website, product/service information or an out-of-hours contact for them to follow up. Your lead stays warm and customer satisfaction is increased.

Automated keyword response

By using different keywords in different advertisements or media, and asking customers to include the keyword in their SMS response, you can measure the effectiveness of your marketing dollar to focus future spend more profitably.

“SMS Inbound allowed our target audience to respond immediately and effortlessly, which is a significant advantage for behavioural change campaigns like Quit”

Mark West, Director
Alcohol, Tobacco and Other
Drug Prevention Programs,
Queensland Health

Proven success across a range of applications

Telstra conducted a trial service with some of Australia's leading organisations, including Ford Australia, Quitline, FOXTEL and Defence Recruiting. Feedback has shown that users are enjoying up to an eightfold increase on their previous best message response rate. This is entirely due to the introduction of SMS – voice call response rates remained the same.

Telstra can partner with your organisation to design a customised messaging solution to help you make the most of this world-beating technology.

For more information on SMS to Inbound or on Telstra messaging products

**Contact your Telstra Account Executive
Call or SMS 1300 TELSTRA (1300 835 787)
Visit telstra.com/enterprise**

* The SMS Inbound service is only available from a Telstra or Optus Inbound number currently, and an SMS can currently only be sent to an Inbound number from a Telstra or Optus mobile handset.