

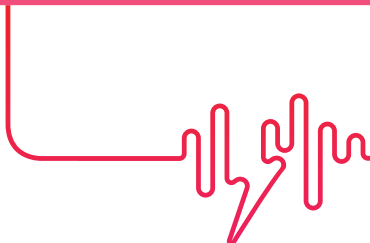


*Kirusa*  
**Konnect**



## Enterprise Communication Suite

to help bolster enterprise-audience  
engagement over mobile



**Outstanding Enterprise Solution**

West AfricaCom Awards 2017



## Missed Call

Your indispensable flash call tool for lead generation, voting and social pledges. Tell your customers to flash a number, as easy as that!

### How it Works?

- You advertise a Missed Call number, to which customers can flash to express interest or receive information.
- On customer flashing the number, enterprise sends the requested information or acknowledgement via SMS.

### Why Missed Call?

- Non-intrusive, pull-marketing medium where your customers reach out to you for information about your product / service.
- On-demand information made available to your customers at a time of their convenience.

## SMS Tagging

Append your promotional content on transactional SMS messages. Ideal for booster campaigns, the 60 character promos are guaranteed to give you significantly higher open-ups and better share-of-mind. A total of 100 million transactional SMS messages are available every month, for SMS tagging campaigns in Africa.

## **IVR**

Guided voice-feedback recording tool, for customers to share feedback.

- Customers can leave voice messages, simply by dialling a number at a time of their convenience.
- Feedback can range from feature suggestions, service feedback and support queries.
- Brands can monitor and analyse customer feedback to improve their products and services.

## **Inbound SMS**

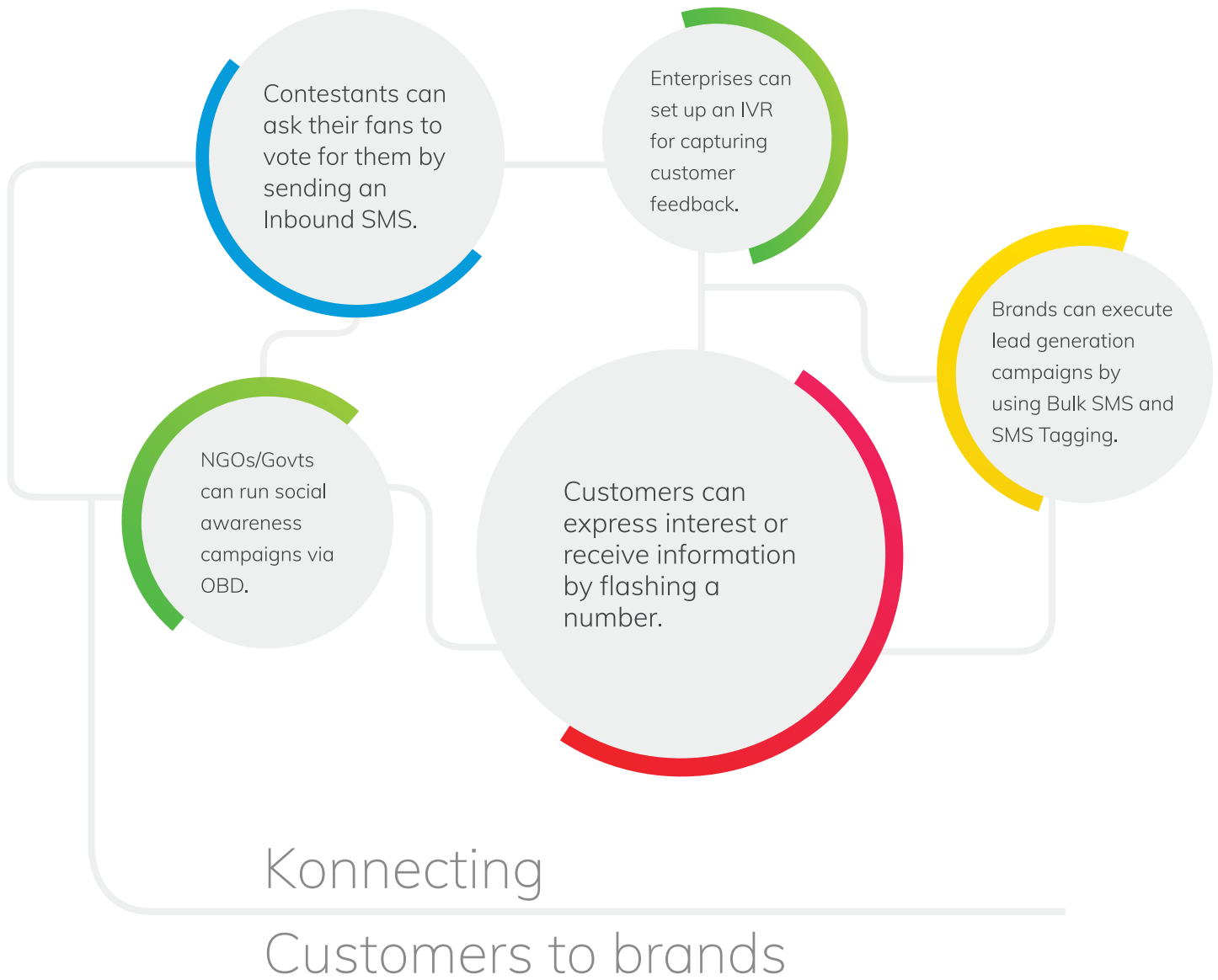
Your on-demand information request tool, where customers can simply send an SMS to subscribe, express interest or learn more about a product. The number, SMS format and confirmation SMS response are entirely configurable.

## **Bulk SMS**

Inform your audience of a new service? Broadcast a special offer? Reach out to your target audience via Konnect's bulk SMS inventory. Add a Missed Call number in your SMS, and enable recipients to flash-a-call to gather more information.

## **OBD**

Outbound diallers enable brands to broadcast messages to their customers in the form of robo calls. Customer receives a call, which when picked, plays out a pre-loaded voice message. Brands can further personalize their communication by sending a confirmation SMS for successful OBD calls.



Uber was faced with a need to run an awareness campaign to expand on their fleet in Nigeria. Konnect proposed a **Missed Call** campaign promoted through SMS Tagging; one where drivers could express interest by flashing a number. A 6 week campaign saw Uber Nigeria receiving requests from **6000** car owners.



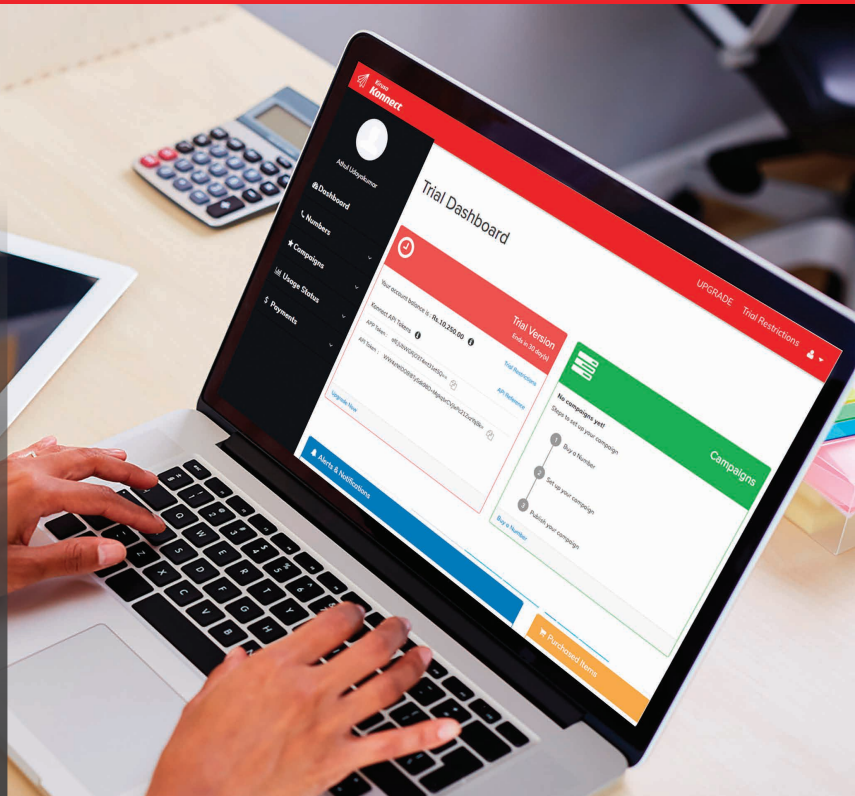
Ghana's Kokrokoo Charities wanted to sensitize the Ghanaians on infant mortality. A Missed Call number was advertised, for Ghanaians to call and pledge to support the cause. In 6 weeks, the Konnect platform processed over **38,000** pledges across Ghana, providing a significant impetus for the charity, in their mission.



# **Konnect** | API

Konnect's robust API enables brands to launch new campaigns and transfer real-time data to their marketing console, for reporting and analysis. For instance, a bank can invoke Konnect's API from their backend, and automatically send low balance SMS and OBD alerts to their customers. Integrating with Konnect's API gives enterprises the flexibility to execute and monitor campaigns directly from their console, without having to visit Konnect's portal.

- Real-time tracking, monitoring and analysis for all inbound and outbound campaigns.
- Live-view of inbound campaigns helps measure campaign effectiveness.
- Reporting for outbound campaigns help measure marketing channel effectiveness.



## Let's work together!

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## About Kirusa

Kirusa is a global leader in providing communication solutions over data networks for consumers and enterprises. Kirusa's solutions include **InstaVoice ReachMe**, a voice-over-data solution to help users receive their GSM calls over data in a mobile app, while helping carriers leverage the power of data to enrich the calling experience of their subscribers; **InstaVoice®**, a unique call completion solution for users that bundles voicemail, missed calls, availability, and ring, and helps mobile carriers monetize missed calls in their networks; **Kirusa Konnect™**, a Communications Platform as a Service (CPaaS) for enterprises that helps bolster enterprise-customer engagement over mobile channels; and **Kirusa Channels™**, that offer users access to live voice blogs from their favorite celebrities, sports clubs, news portals and other streams. Kirusa solutions are deployed in 46 countries, with 50 mobile carrier partnerships in Africa, Asia, and LatAm. Kirusa solutions are built on its patented technology and highly reliable, scalable multimodal & cloud platforms, which manage over 2.5 billion calls and 100 million active mobile users across the globe, every month. Headquartered in New Jersey and led by an experienced team of wireless telecom executives and technologists, Kirusa has offices in four continents. For more information, visit: [www.kirusa.com](http://www.kirusa.com)



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