

# Masergy Cloud IVR SMS

SMS for End to End Multichannel Support

Product Sheet: UCaaS



IVR SMS channel support via two-way text messaging has been added to the Masergy Cloud IVR Studio platform, a full-service creation environment for IVR, call routing and transaction automation.

## SMS for End to End Multichannel Support

Masergy Cloud IVR Studio offers an intuitive suite of complex call handling solutions from simple inbound IVR to self-service applications using speech recognition, text-to-speech, PCI compliant payments, voice biometrics and now two-way text messaging.

Omnichannel support is a top-level priority for today's enterprise customers. Adding SMS to Cloud IVR Studio provides enormous flexibility in terms of the nature of the customer experience that can be provided, particularly when combining voice and SMS channels.

## How Does it work?

The text messaging support has been added via the inclusion of two new nodes; "Send SMS" and "Reply SMS". SMS scripts have access to all the standard Cloud IVR Studio nodes such as Table Lookup, Integration, and Data store. SMS messages can also be used to trigger outbound voice campaigns as well as Cloud IVR QforMe waiters. In addition, Cloud IVR Studio's Connect module has been completely updated to support outbound SMS campaigns.

Users can now switch seamlessly between channels. For example, a user can build an outbound SMS notification script that escalates to an automated voice transaction, or create voice calls that send confirmation via SMS receipt.

## Features

- IVR SMS supports short codes. (i.e., 5206)
- IVR SMS supports long codes. (i.e., (US) 8187085546 or (UK) +442548793842)
- Cloud IVR Studio Portal provides an easy to manage portal for all of the IVR applications.

*"...Texting is a preferred method for customer service for a smartphone-savvy generation..."*

*"Businesses need to make SMS an option to ensure they can meet the customer demand to engage on their own terms..."*