

List of services that can be auto-processed in MagicSMS 3.0

L.I.C. related

- Birthday Greetings
- Wedding Anniversary Greetings
- Premium Due Reminder
- Premium Outstanding Reminders (4 types)
- ECS Intimation
- Thank you message for premium payment
- Thank you message for new policy purchase
- Survival Benefit Due Intimation
- Maturities Due Intimation
- Loan Interest Due Intimation
- Loan Interest Outstanding Reminder

Non-Life

- Policy Renewal Reminder
- Thank you for renewing the policy

Investments

- Thank you for investing in NSC/KVP/FD
- Thank you for opening PPF/RD/MIS/TD/SCSS account
- NSC/KVP/FD Maturity Intimation
- Account Maturity Intimation (PPF/RD/MIS/TD/SCSS)

Insure-Magic Data

- Premium Due Intimation
- Premium Outstanding Reminder

MagicSMS Variants

- MagicSMS - Standard Edition : Rs. 3990/-*
- MagicSMS - Professional Edition : Rs. 5990/-*
- MagicSMS - Professional (Multi User) : Rs. 8490/-*
- MagicSMS - Web Subscription (1 Year) : Rs. 2490/-*
- MagicSMS - Web Subscription (3 Years) : Rs. 4990/-*

* Taxes Extra as applicable

FEATURE COMPARISON

Features	MagicSMS Standard Edition	MagicSMS Professional Edition
Message Broadcasting	✓	✓
Automated Messages	✓	✓
Lead Generator	X	✓
Integration with Vmpro - LIC, Nonlife , Investments & Insuremagic Database	✓	✓
Integration with MS-Excel, MS-Outlook, MS-Outlook Express & MS-Access	✓	✓
Internet Gateway Option (SOTS)	✓	✓
Handset Connectivity	X	✓
Batch Queuing	•	•
Queue Manager	•	•
Scheduled Tasks	X	✓
Email Broadcasting	X	✓
Message Library	✓	✓
Maximum Message Length using SOTS	480	480
Personal Do-No-Disturb List	✓	✓
Message MIS	✓	✓
Appointment Reminder	✓	✓
Multi -User Upgrade Option	X	✓
Top Insurance News Alert	✓	✓
Stock Market Alert	✓	✓
Product Price	3990*	5990*

Note:-
1. • Queuing & Batch Queuing are the 2 services which are available on purchasing MagicSMS Web Subscription at an extra cost
2. *Additional Taxes are applicable on the above price (VAT)

Authorised Channel Partner



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Innovation, trust and commitment

Effective use of **SMS** can do **WONDERS** to your business !!

Presenting

The All New

MAGICSMS ver **3**
P R O F E S S I O N A L

With **10**
New Exciting
Features

Fueling your **Growth**
Through Effective Communication



It is a well known fact that effective use of **SMS** can do **WONDERS** to your business !!

So believe us that if you are still not using this technology in your business you are loosing lot of opportunities to earn big money.

Now the question is which SMS tool is most suitable for you?

Let us help you make a decision that **MagicSMS 3.0** is the best and unmatched product that will fulfill all your communication needs. Just read on and you will visualize the incredible value that MagicSMS can add to your business.

Incredible Features of MagicSMS 3.0

Blazing Speed

MagicSMS enables you to send SMS at speed as high as 4000 messages per minute using a reliable internet gateway service from a reputed service provider.

Affordable Cost

Messages can be sent through internet gateway for as low as 3.5p* using our unique prepaid service – SOTS (SMS on-the-spot)

Send SMS with your Handset

You can also connect your mobile phone to your PC via Bluetooth to send SMS from this software. This way you can take benefit of the attractive SMS plans available with your telecom operator.

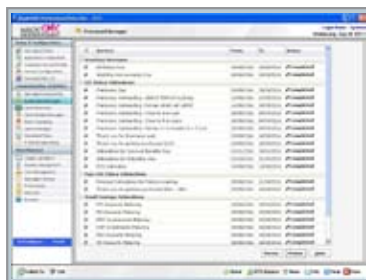
Please check with our representative to know if your mobile phone is compatible for using with MagicSMS.

Auto-processed Messages

MagicSMS is integrated with other Datacomp applications like Visual Magic Pro (L.I.C., Non-Life and Investments) and Insure-Magic. This means that if you have these applications installed on your PC then all your reminders can be dynamically generated. For e.g.:

Dear Mr. Agarwal, a prem of Rs.2334 (2275 +59 latefee) is unpaid on your policy 716226622. Plz pay before 14/08/11 to avoid lapsation. Regds - Arvind Goel (LIC)

See overleaf for a list of intimations and reminders that have been pre-configured in MagicSMS 3.0



User Defined Messaging Automation

While **MagicSMS** comes fully loaded with all essential services like premium alerts, maturity intimations, etc., you can also create your own automated services for any other business you may have such as Stock broking, Real Estate, etc. **MagicSMS** provides an advanced interface that allows easy integration with MS-Excel, MS-Access and MS-Outlook databases. For e.g. you may be able to send messages like below automatically:

Dear Bharatbhai, your networth of stocks portfolio as per yesterday's BSE closing is 13,43,000. It is up by 4.8% since 1st Apr 2011. Regds – Arvind Shah



Scheduled Messaging

The best part of **MagicSMS** is that you don't need to start this software to send messages. Unbelievable, isn't it?

Well, it's true. You can configure a schedule for your routine messaging services such as premium alerts, renewal reminders, etc. to be processed and sent every day / week / month at a specific time. That's it! Now relax and focus on your other work as this task will be done promptly in the background even if **MagicSMS** application is not running.

Queuing*

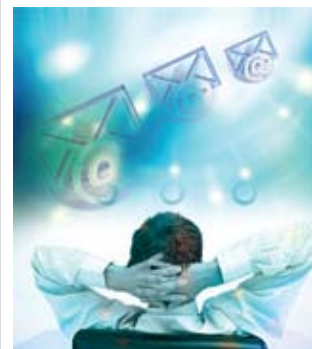
Isn't it best to send Birthday wishes to your customers on the right day itself? But then your office is closed on Sundays, so what about wishing your customers whose birthday is falling on such days?

Worry not! With **MagicSMS** you can process any type of messages at your convenient time and upload them to the gateway servers with instructions to push them to your customers at a specific date and time.

So enjoy your holiday and rest assured that your messages will be sent to your customers as you desired.

Batch Queuing*

Many advisors send policy alerts such as Premium Reminder for the whole month on a particular date. For e.g. on 25th of August he would send reminders for the month of September.



This is highly ineffective as customers whose premiums are due in the later part of the month would forget about your reminder altogether by then.

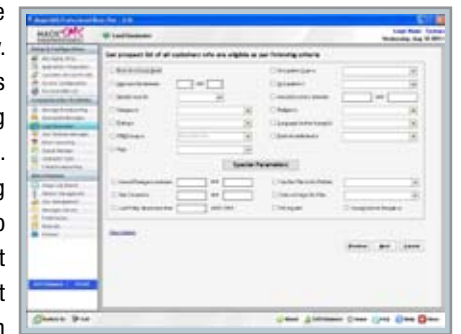
Hence ideally such reminders must be sent 2-3 days before the due date. But this calls for daily responsibility from your side!

No issues!! Let **MagicSMS** help in this situation too. Use the **Batch Queuing** feature to process the premium (or any other) reminder for the

whole month and upload them to the gateway server with instructions to push respective messages to the customers X days (e.g. 2 days) before their due date.

Lead Generator

Marketing campaigns must be a focused and planned activity. Don't just shoot SMS to 1000s of people without knowing whether it is relevant to them. Customers are tired of receiving irrelevant messages from so many marketing agencies. Target your SMS campaigns to the right prospects. For e.g. SMS campaign for child education plan must be targeted to only those families who have children in the eligible age group.



The new **LEAD GENERATOR** feature filters your VMPro customers data and identifies such prospects at a click of the mouse. Not only that, it also enables you to make personalized messages by merging the customer attributes in your message. For e.g. you can generate a message as follows:

Dear Alokji, LIC has introduced a splendid education protection plan which I strongly recommend you to consider for protecting the future of your child. Kindly let me know a suitable date & time when we can meet to discuss this in detail. Regds-Santosh Mehta

MagicSMS Lead Generator has many more parameters which will empower you to generate the right target prospects for your marketing campaigns.

Broadcast Messages

Looking to do bulk messaging? Use the broadcast feature to send messages to many prospects. Type the numbers or import them from an MS-Excel file

Bulk E-Mailing

Apart from many advanced SMS related features you can also benefit from using a very user friendly Bulk E-Mailing facility in this software. The good part of this feature is that it can pick up e-mail IDs from your VMPro customer database or you can even copy and paste them from an MS-Excel file. You can send plain, rich-text or HTML e-mails with or without attachments.

Personal DND

Many customers may not prefer to receive marketing messages from you. You must respect their privacy and block future campaigns to them on their request. MagicSMS allows you to maintain a DO NOT DISTURB list which is referred every time you are broadcasting SMS.

