

Competition is growing day by day. Everyday your customers are being approached by insurance advisors of several insurance companies, offering him innovative insurance and investment opportunities. CUSTOMER LOYALTY is becoming a serious issue and RETAINING the customer has become a major challenge.

Customer loyalty can be secured to a great extent by keeping in constant touch with him. If you loose touch with him for a long time, you are risking loosing further business from him. But with your ever growing customer base, how do you ensure that your PERSONAL TOUCH with each of your customer remains intact? And that too at an affordable cost!! The answer is MagicSMS

## What is Magic SMS?

MagicSMS is a powerful productivity enhancing tool from Datacomp. It harnesses the power of revolutionary SMS technology to enable you to reach out to your customers in seconds. MagicSMS is integrated with Visual Magic Pro database. This means that it can read and process your customer data and send various alerts/campaign messages to them. All you need to do is simply connect a compatible GSM / CDMA phone to your PC and use MagicSMS to shoot out your message to your customers on their mobile phones. Alternatively if you do not wish to connect your handset, you can even send SMS from this software using our special internet service "SOTS".



**Magic SMS**  
*the key to your*  
**Success**



**Magic SMS**  
PROFESSIONAL

Connecting your Customer via SMS

# Messaging Service from Magic SMS

## greetings



- ✓ Birthday
- ✓ Wedding Anniversary
- ✓ Seasonal Greetings (based on their religion)
- ✓ Occasion Specific Greetings (such as 'Best of Luck')

## life insurance policy alerts



- ✓ 'Thank You' Intimation (for purchasing new policy)
- ✓ Advance Premiums Due Intimation
- ✓ Premiums Outstanding Reminder (close to grace period expiry)
- ✓ Premiums Outstanding Reminder (close to lapsation)
- ✓ Lapsed Policy Intimation (close to one year)
- ✓ Lapsed Policy Intimation (close to five year)
- ✓ Lapsed Policy Intimation (more than six months & less than five years)
- ✓ 'Thank You' Intimation (for making premium payment)
- ✓ Survival Benefits Due Intimation
- ✓ Maturity Due Intimation

## non-life insurance policy alerts



- ✓ Policy Renewal Reminder
- ✓ 'Thank You' Intimation
- ✓ (for purchasing / renewing policy)

## small savings investments alerts



- ✓ Maturity Intimations for NSC, KVP, TD, MIS, RD, Senior Citizen Scheme, PPF
- ✓ 'Thank You' Intimation
- ✓ (for investing / opening new account)

## Marketing Campaigns:

It will help you run marketing campaigns by broadcasting your message to your target customer groups. For e.g. whenever L.I.C. introduces a new plan, MagicSMS will send this information by way of SMS to all your customers / prospects, be it in hundreds or thousands, in a jiffy.

## Casual / Fun:

You can even use MagicSMS to send out Jokes, Friendship or any other messages to your friends, relatives or customers.

## What is SOTS

SOTS or "SMS on the Spot", is an Internet driven SMS service developed specially for Magic SMS. Using SOTS you can send out messages from your MagicSMS software to your customers over the internet using just the software. No extra hardware or mobile phone is needed. And of course, needless to say, the sender's number will be your GSM number.

## Advantages of SOTS

- ✓ Instantly and easily usable.
- ✓ No extra hardware or mobile phone is needed.
- ✓ If you use your mobile phone, it will remain blocked while you are using it for sending messages. SOTS frees your mobile phone so that you can conduct your business without any interruption.
- ✓ Highly Affordable - very low transaction cost per SMS anywhere in India.
- ✓ Flat rate for local and national SMS. No weekend / holiday surcharge.
- ✓ Much faster in sending SMS as compared to handset.

So what are you waiting for? Buy your copy today!

Magic SMS - Professional (Internet Version) - MRP: Rs. 3990 + Taxes  
Magic SMS - Professional (Full Version) - MRP: Rs. 5990 + Taxes



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