TATA COMMUNICATIONS | **DIGO**

Fashion Point

Hi, What is the procedure for returning purchased items?

Fashion Zone

₹490

You recently purchased the Classic Polo T-Shirt

Hi Tessa! We've got amazing offers for you. Click here to shop now! 🛍️

ENGAGE

Integrated Marketing Engagemnt

Cloud-based mobile marketing and customer engagement platform

Develop targeted, multi-step voice and SMS marketing programmes, or integrate mobile marketing with your existing services, via APIs. Tata Communications DIGO Engage presents a scalable mobile marketing platform, that grows as your needs expand.

CUSTOMER ENGAGEMENT - Seamless integration with multiple channels to enhance customer experience and engagement.

REPORTING AND ANALYSIS (OLAP) - Analysis-based business parameter (Channel, Enterprise, Region). Messaging delivery measurement (Success/Failure Delivery, Submit).

BUSINESS PROCESS EFFICIENCY - Digital channel integration – App Web, Email. Re-usable business processes, for faster campaign launch. Integrated billing and reconciliation.

EASE OF INTEGRATION - Providing multiple integration points for 3rd party application integration:

- Collections: via HTTP, FTP, SFTP, DWH, DB
- Provisioning: Provisioning Server (SOAP, XML, HTTP), Billing (SOAP, Web Services)
- Customer Engagement: SMS & USSD (SMPP), IVR, Web, Email (SMTP)
- Operation: CRM (HTTP), Email (SMTP), OSS (SNMP)

Tata Communications DIGO Engage – Integrated Voice and SMS Marketing

Multiple SMSC connectivity

Message validation

Message delivery confirmation

Automated outbound voice campaigns

Account Management
  - Account details
  - Receiver to transmitter mapping
  - Session management

Message queueing

Message template
  - Dynamic expansion
  - Place holder
  - Template-Id

Throttling management
  - Overload control
  - Throughput control
  - Traffic control
  - Connection control
  - Traffic offload over IP

Intelligent routing
  - Originating/Destination address
  - Sender Id
  - Receiver Id
  - User account
  - Message priority
  - Time of the day

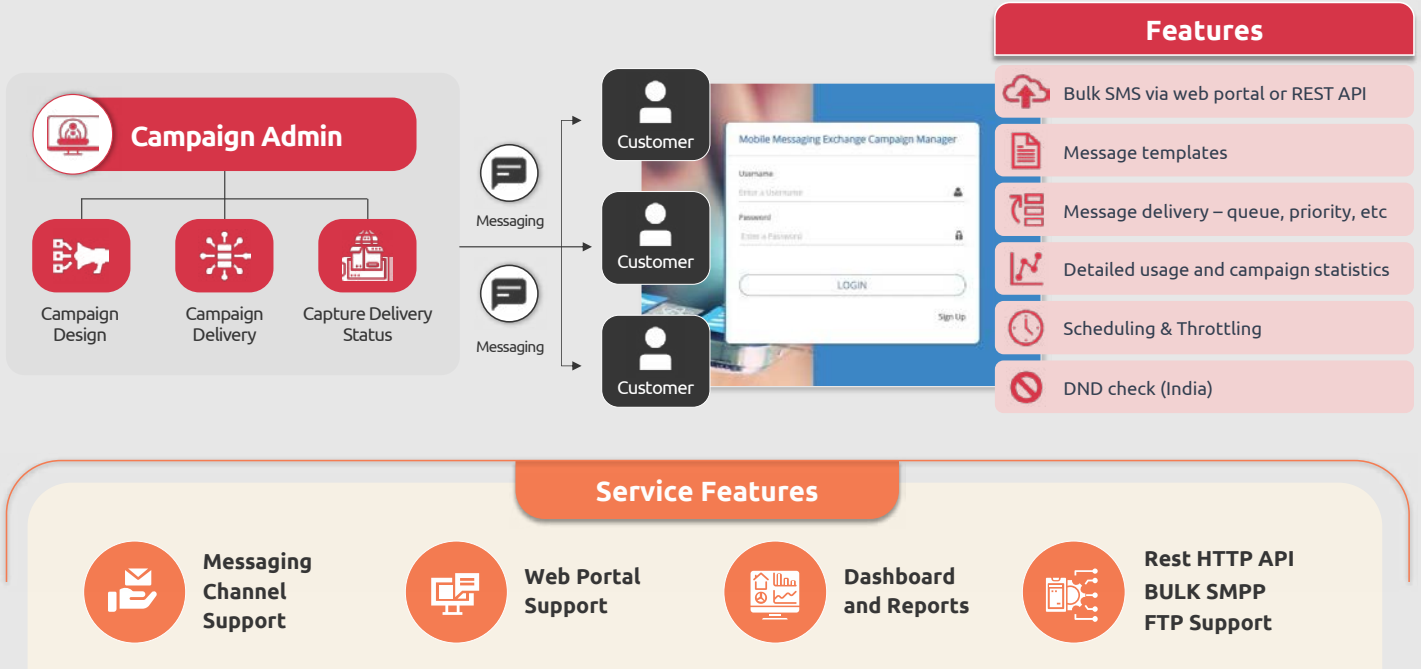**Accessibility control**

Message prioritisation

Message concatenation

Re-try mechanism
  - Failure notification
  - Time-outs

Multi-lingual support

'Engage' – Marketing Platform

Campaign Admin

- Campaign Design
- Campaign Delivery
- Capture Delivery Status

Messaging

Messaging

Customer

Customer

Customer

Mobile Messaging Exchange Campaign Manager

Username
Enter a Username

Password
Enter a Password

LOGIN

Sign Up

Features

- Bulk SMS via web portal or REST API
- Message templates
- Message delivery – queue, priority, etc
- Detailed usage and campaign statistics
- Scheduling & Throttling
- DND check (India)

Service Features

- Messaging Channel Support
- Web Portal Support
- Dashboard and Reports
- Rest HTTP API BULK SMPP FTP Support

Tata Communications DIGO branded service is available only in select countries.

For more information, visit us at https://tatacommunicationsdigo.io/

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