

ABOUT CBIS

At [CBIS INDIA](http://www.cbis.in), we believe in creating communication tools that help businesses reach out to their customers easily and build memorable brand experiences. Through our robust cloud platform we cater to 100 million SMS traffic a month. Our strong partnership with multiple mobile operators worldwide, help businesses reach their customers anywhere, anytime.

Services Offered



1. **Send Bulk SMS :** For a really long time, sending mass SMS campaigns has been similar to shooting in dark. As a promoting supervisor, you get little information or experiences into crusade execution, making it frustratingly hard to test, measure, alter and improve campaigns.



CBIS changes the amusement by getting remarkable permeability to your SMS campaigns execution. Utilizing navigate information from CBIS short links as a pointer for client commitment, you would now be able to make the correct SMS message and send it to the correct gathering of people at the right time.

Features of our robust Platform :

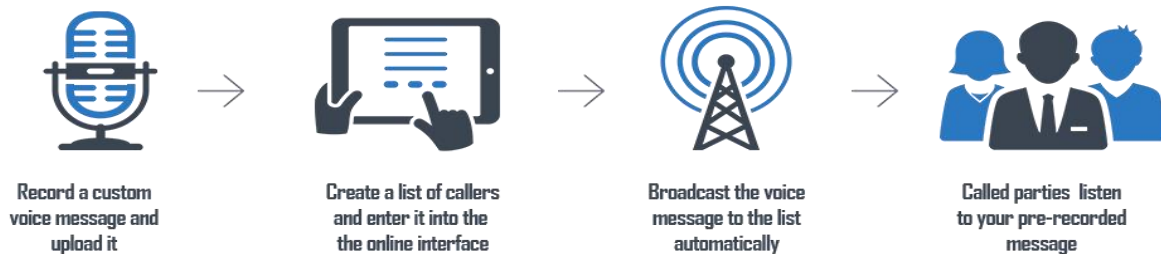
- Robust SMS gateway to handle huge volumes
 - Tiered account structure with centralized/decentralized purchases
 - Multiple user roles & privileges with detailed audit trail
 - Control your SMS content with lockable templates and approval to send SMS
 - Bespoke reporting, integrations and enhanced SLAs
 - Fanatic customer support with 5-star ratings
 - Easily personalize bulk SMS sends with multiple merge fields
 - Schedule your messages to be delivered at a later time and date
 - Stagger your sends over a time period instead of sending all at once
 - Send media-rich SMS with attachments, images, web links, surveys & more
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- a. **SMS Attachments:** For the first time ever, CBIS INDIA brings email-like attachment functionality to your high engagement bulk SMS campaigns. Now, share files via SMS just the way you do it with email.

 - b. **Track SMS Campaign Metrics:** Whether you are inserting web links, attachments, surveys, tickets or mobile web pages in your SMS messages, link tracking allows you to capture extensive usage metrics while keeping the URL length in check. These short links not only save precious real estate in your message, but also allow you to benefit from deep insights into your customer behaviour and which campaigns are really paying off. Get detailed reports on the click through rates of your campaigns, who opened the links at what time, the recipient's location details and device characteristics. With more data to describe your customer, you can now take a more fact-based approach while devising your marketing campaigns.

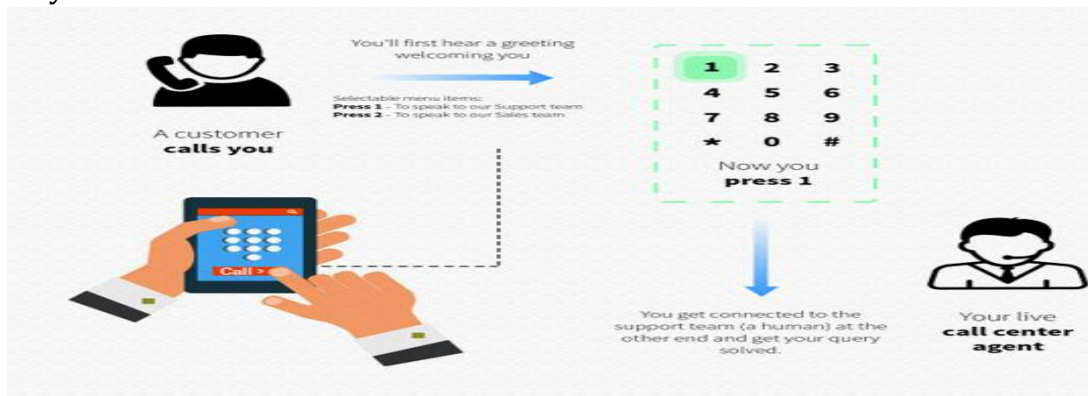
 - c. **Customized SMS:** Through this service you can customized the message and give the personal touch to the recipient.

 - d. **SMS API Integration:** You can integrate the Provided API with your system or CRM and send the message from their only.

2. **OBD/RoboCalls Solution:** A technology in which pre-recorded messages are automated to mobile/telephone users called as Voice SMS or Outbound Dialer (OBD). One can dial out list of phone numbers and play pre-recorded message through voice SMS or Outbound dialer (OBD). To quantify result of voice SMS marketing, it provides touch tone inputs from end users. To create a personal touch with customers, most of the businessmen choose voice SMS marketing or campaign.



3. **IVR Solution:** An IVR is a telephony menu system that allows segmentation and routing of callers to the most appropriate agents within your team. By recording customized welcome greetings you can provide a more personalized experience to your customers when they call on your business number.



4. **Missed Call Solution:** Cloud based missed call alert service will help you to generate leads and enable you to easily engage with your customers. You can select a unique 10-digit or a toll free number. You can publish your unique missed call number in print media, website, app and SMS campaign.



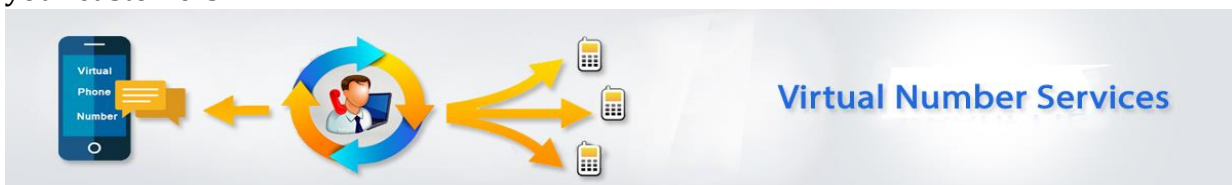
5. **Toll Free Numbers:** Toll Free number is one of the best and inexpensive ways for your customer to reach you in a professional way. So now let your callers connect with you at zero cost. Whether you want to increase the sale, handle huge traffic with ease, increase credibility or whatever, toll free is the solution for you. A powerful platform that caters all your business needs.



6. **Number Masking/Virtual Number:** Technically, it acts a primary/display number for mobile or landline and connects multiple mobile numbers behind it. One of the major benefits that goes hand-in-hand is the ability to serve numerous call management features alongside, like Call Tracking, Call Forwarding, Call Recording, and many more.

It will route your incoming business calls to your mobile number and eliminate the need to stick to your office desk, making field job and work-after-office-hours convenient than ever before. It will also ensure zero missed calls, favour timely call backs, and prompt thorough follow ups, of course, with greater effectiveness.

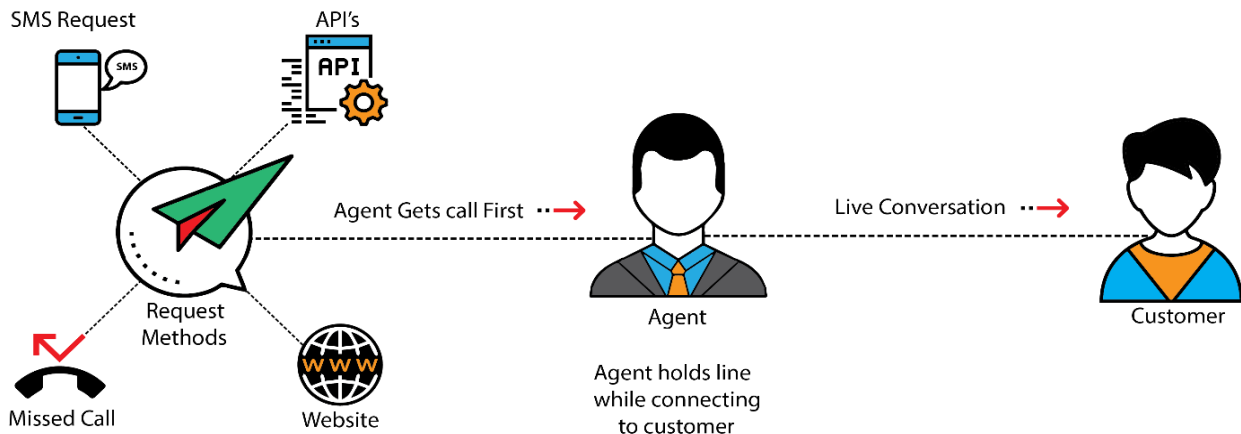
In broad strokes, it will help you deliver a refined and confusion-free communication with your customers.



7. **Click To Call:** Click-to-call refers to the ability to click a phone number you see online and make a call – very straightforward! Click-to-call makes it easy for customers to reach you by removing the step of copying and pasting the phone number or trying to memorize it. With one simple tap, they are connected to your team.

On the business side, you can route calls from particular campaigns to particular departments, making life easier and more efficient for your internal team. You can avoid transferring prospects around the office, and instead, they'll reach the team that can help them right away. Let's take a look at the basics of click-to-call.


Click-to-call significantly reduces friction for your potential leads and customers. Instead of remembering a long phone number, they just tap. The caller is delivered directly to someone that can help them, rather than having to ask, and they are able to get a quick answer to their question or make an order.



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