

# Interactive Real-Time Text Messaging Solutions

**Pelhum**  
— COMMUNICATIONS

### **Introduction**

Text messaging is transforming the way corporations, government agencies and elected officials connect with their audiences. Pelhum Communications provides a powerful suite of SMS solutions, uniquely tailored to enhance direct communication with your target audience. Our cutting-edge, proprietary text-to-web system enables real-time, large-scale interaction with high visibility and full compliance. This allows you to gather timely, actionable data, offering crucial insights to inform policy decisions and strengthen engagement.

### **Why SMS for Your Organization?**

People are significantly more likely to respond to text messages than live phone calls or emails. This higher engagement leads to increased participation, resulting in more accurate and representative data—critical for decision-making processes and ensuring that peoples input is fully reflected in key decisions.

Our system does more than track basic metrics. It allows organizations to test messages, gather real-time feedback through open-ended questions, and analyze sentiment trends. This ensures an ongoing understanding of members' concerns, views, and expectations.

### **KEY BENEFITS OF SMS-BASED SURVEYS**

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#### **Convenience**

This approach allows individuals to respond at their convenience, eliminating the need for scheduling or participating in live calls. This flexibility is particularly beneficial for those with demanding schedules.

#### **Flexibility**

Participants can complete surveys at their convenience, resulting in higher response rates and increased engagement, especially from those with diverse and demanding work schedules.

#### **Privacy**

SMS offers a secure and private channel for stakeholders to provide honest feedback without concern over being overheard or interrupted.

#### **Efficiency**

Text-based communication is concise, typically taking half the time required for traditional phone surveys, allowing for faster data collection and higher rates of engagement.

#### **Empowering Participants**

Stakeholder feedback is vital to decision-making. By enabling individuals to share their opinions on key issues, organizations foster a culture of inclusion, ensuring informed and representative policy development while strengthening relationships with their audiences.

## KEY PRODUCTS AND DELIVERABLES

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### SMS Polling Solution:

- **Real-time data collection:** Obtain immediate feedback from stakeholders for quick informed decision-making.
- **Deliverables:** PDF reports with statistical charts and downloadable Excel sheets with raw data for CRM integration.
- **Trend analysis:** Identify stakeholder's sentiment and track patterns over time.
- **Segmentation:** Target specific groups for follow-up messaging based on poll responses.

### Text Message Campaigns:

- **High open rate:** 98% of text messages are read within 3 minutes, compared to a 30% open rate for emails.
- **Customizable messaging:** Tailor campaign content to reach audiences with messages that drive engagement and action.
- **Deliverables:** Detailed analytics, including delivery, open, and click-through rates, to optimize outreach strategies.
- **CRM integration:** Seamless data management and tracking of individuals interactions across multiple platforms.

### Opt-In Solutions:

- **Consent-based engagement:** Build an engaged subscriber list while adhering to Canadian Anti-Spam Legislation (CASL) regulations.
- **Custom opt-in options:** Utilize personalized keywords and forms for easy opt-ins.
- **Deliverables:** Real-time tracking of subscriber growth and engagement, and conversion rates, with CRM integration for efficient segmentation and follow-ups.

### Number Lookup & DNC Solutions:

- **Number validation:** Verifies mobile numbers to ensure messages reach active and valid contacts.
- **DNC compliance:** Cross-check against Do Not Call registries to avoid potential penalties.
- **Deliverables:** Detailed reports to optimize contact lists for improved outreach efficiency.

## METRICS

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**98% open rate** within minutes for SMS campaigns (compared to 30% for email).

Messages read within **3 minutes**, ensuring real-time communication.

**6.3% click-through rate** for fundraising, compared to only **2.6% for email**.

**Text messaging drives instant action, enabling you to engage with all stakeholders effectively and efficiently.**

## SYNOPSIS

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Pelhum Communications provides a comprehensive, data-driven approach for stakeholder engagement through SMS solutions. With higher open rates, real-time communication, and powerful reporting tools, organizations will achieve superior outreach, increased participation, and measurable success in its initiatives.

Our proprietary platform integrates seamlessly with Mobile Network Operators (MNOs) for direct SMS delivery via Short Message Service Centers (SMSCs), ensuring reliable message exchange across networks. This allows you to conduct real-time polling, capture feedback, and analyze responses regardless of individuals' mobile carriers or locations.

## PRICING & CONCLUSION

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### **General Pricing:**

Final pricing will be based on the specific scope of work, including the size of the contact list, number of images, questions, and response options. This ensures that pricing aligns with the unique needs of each project, allowing for a comprehensive and customized solution.

With Pelhum Communications expertise, organizations will enhance their communication strategies, engage audiences more effectively, make data-driven decisions based on real-time feedback, and ultimately transform participant engagement.

