

# PRODUCT OVERVIEW **SMS & Email**



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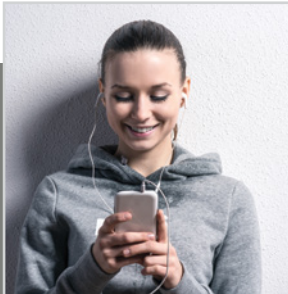
Direct communication straight  
to customers' phones

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In the last decade, mobile has rapidly overtaken print as the leading form of direct communication. The average probability of an SMS text message being opened is 98%, offering significant advantages over other forms of customer contact. Because of this, mobile messaging is one of the most effective business strategies for companies today. By using Xn Leisure's SMS & Email module you can communicate using

a largely recognised platform to send instant messages from the system to either individuals or groups within your database.

Auto-generated message facilities can free up staff hours and notify customers with important information. Pre-configured settings for membership renewal, booking reminders and late payments, simplify the process while improving attendances at your facility.





# What can the product do for you?

Xn understand that communication is key to running a productive leisure organisation. The SMS & Email module is specifically tailored towards providing reliable and instant forms of communication via well established platforms. Features and benefits include:

- Instant communication with your members.
  - Instant contact with all class and course attendees with one click.
  - Improving attendance ratios for bookings.
  - Increase membership renewals by automatically contacting prior to expiry.
  - Cost savings on communicating with your members.
  - Regular communication with members improves retention.
- Integration of SMS & Email with Prospecting module to manage member journeys.
  - Links with your existing SMTP email to personalise your communications.
  - Monitoring of mobile and email communication including delivery statuses and unsubscribe rates – ensuring conformance with best practices.

