boomerang

boomapp
connect

Product Information
Version 1.0

Access Boomerang's digital messaging API from Microsoft's Power Platform.

Boomerang's custom connector allows organisations to build intelligent messaging solutions from a range of services within Microsoft's Power Platform. The connector is a wrapper around the Boomerang API, allowing the underlying service to talk to Microsoft Power Automate, Microsoft Power Apps, and Azure Logic Apps. Users have access to a set of Boomerang's pre-built actions and triggers which are leveraged from Microsoft's applications and workflows.

Boomerang's connector brings Intelligent 2-way, multi-channel messaging to the Power Platform. For organisations looking to access the next generation of digital messaging, Boomerang's connector provides the ability to build workflows from existing applications such as CRM, ERP, plus applications with existing connectors such as Azure, IoT Central and Microsoft Teams.

boomApp Connect enables conversational messaging which is driven by subject rather than time, achieving true automation and creating fully interactive and seamless engagements, without the end user having to change their behaviour. An end user's response can be relied upon to trigger the next step of an interactive and 'frictionless' engagement.

Typical use cases

Intelligent messaging - Enables a range of business communication processes to become fully automated:

- Dynamic scheduling – Automated fulfilment and cancellation of deliveries, appointments, bookings
- Workforce management – Shift planning, field force automation, recruitment
- Incident management - Outages, service disruption, business continuity processes
- Customer experience management - Instant authentication, fast tracking, debt recovery

Conversational messaging Manages the integrity of multiple concurrent conversations with the same end user:

- Surveys – Create interactive surveys
- Service desk support – Manage updates to support tickets from both agent and customer
- Sales enquiries – Create threads to interact with end users to manage new enquiries
- Prospect management – Create threads to drive deeper relationships with prospects
- Marketing – Qualify leads and drive deeper engagements

Bulk broadcasts & transactional messaging - A great tool for the widespread distribution of time critical information and can be used for:

- Marketing, promotions, notifications etc
- Alerting - M-2-M and IoT alerting, service monitoring
- Reminders and updates
- Instant authentication (OTP and 2FA)
- Driving mobile payments

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Key capabilities

- Connect Boomerang's 'Intelligent' API to Logic Apps, Power Automate and Power Apps

- Access to multi-channel messaging via SMS, email and voice (text-2-speech)

- Build conversational workflows managed by subject rather than time ('intelligence' which is unique and patented)

- Manage any number of concurrent conversation threads with same end user

- Execute both bulk campaigns and transactional messaging

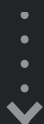- Use inbound communications and replies as workflow triggers

- Create triggers using message delivery status updates

- Track, escalate and report on individual or group communications processes

Get started with boomApp Connect today

boomApp Connect benefits

- Bridge the 'last mile' between applications and distributed stakeholders to achieve real-time automation

- Reduce the cost and associated risk of developing complex communication workflows into Microsoft services

- Extend the communication reach with access to multi-channel messaging

- Reduce overheads using automated workflows for end-to-end fulfilment of a range of business processes

- Engage with recipients using their preferred communication channel

- Generate 'frictionless' engagements, allowing stakeholders to fulfil via the same communication channel

- Utilise economies of scale using Boomerang across a range of processes, spanning many departments

- Overcome the limitations and costs associated to traditional telephony, providing customers with greater choice

- Retain the key IP of your processes with Microsoft and use Boomerang as an 'enabler' for process automation

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