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Product Information
Version 1.0

Boomerang's SMS and voice solution for Microsoft Dynamics 365

Boomerang's plug-in enables instant access to 1-way and 'Intelligent' 2-way, SMS and voice messaging from Dynamics 365. Installation is simple and provides direct access to a messaging capability via the Activity entity or the Contact entity.

Traditionally, SMS communications between Dynamics and an organisation's stakeholders have served to notify and inform, rather than interact and automate. Boomerang's plug-in for Dynamics 365 overcomes this limitation by ensuring that all SMS activities and their associated responses are matched. By leveraging Boomerang's patented 2-way SMS technology, an SMS reply is now capable of driving real-time automation into a whole range of Dynamics workflow processes.

Messaging can be initiated manually by system users, triggered by workflows, or even by end users submitting messages directly into Dynamics queues.

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 – Create threads for ticket updates to end users and notify agents of updates
- 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 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

- 1-way, 2-way and 'Intelligent' conversational messaging

- Responses are matched to the originating SMS Activity

- Accessible via Dynamics 'Processes' for workflow automation

- Global messaging using reply numbers that are local to the destination of delivery

- Compatible with Online or On-Premises

- Inbound campaigns - Receive end-user initiated messages into queues

- Create ad-hoc, user generated messages via Boomerang messaging form

- High capacity performance and rapid throughput

- Redundant architecture for optimum service availability

- Social hours messaging – Messages are only sent between specified times

- Secure data - Restrict access to sensitive data to specified users for data protection compliance

Get started with BoomApp Dynamics today

boomApp Dynamics benefits

- Extend the communication reach by adding SMS and voice messaging to Dynamics

- Use Intelligent 2-way SMS to automate workflows between Dynamics and your stakeholders

- Reduce operational overheads through increased automation from Dynamics

- Use inbound SMS queues to field end user enquiries (support requests, enquiries etc.)

- Provide Dynamics users with immediate access to SMS for ad-hoc messaging

- Improve end user satisfaction by offering a convenient method of engagement

- Drive deeper engagements with end users through conversational messaging

- Optimise customer engagement using most effective comms channel

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