boomerang

boomerang UI

boom cast

Product Information

Version 2.0

boom cast

The perfect all-round tool for business communications

Manage your mobile campaigns from a versatile messaging application. boomCast provides access to a range of messaging solutions that help to drive your business communications.

boomCast is a truly innovative messaging platform offering you the next generation of 2-way messaging.

Communicating with your target audience is simple and effective with boomCast. Its intuitive interface makes it quick and easy to build bulk broadcasts across a range of communication channels, helping to reduce the administrative burden, increase operational capacity and drive productivity.

boomCast combines a range of unique messaging features, including Boomerang's patented 'Intelligent' 2-way messaging technology, which delivers a fully interactive messaging experience, proven to extend stakeholder engagement and make substantial improvements to the efficiency of business communications.

With a range of flexible sender IDs, catering for branded and reply based messages, boomCast caters for a wide-range of uses: from sales promotions through to customer support and with access to a live dashboard and real-time transactional reporting, users gain immediate insight into the status of each and every broadcast.

Typical use cases

Marketing & promotions

- Advertise product discounts, issue redeemable vouchers and time-limited offers claimed via response

Transactional messaging

- Issue order confirmations and collection reminders, 2-Factor authentication, alerts and notifications

Real-time support using 'Chat'

- Create and update conversation threads with customers regarding support requests

Inbound engagement

- Receive a range of enquiries from customers over SMS - opening times, location, support requests, booking requests, reporting events

Scheduled reminders

- For appointments & meetings, service expiration, renewals (subscriptions, policies etc.), payments

⟳ **Find out more on boomcast.co.uk**

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Key capabilities

- 1-way and 2-way broadcast messaging

- Replies automatically matched to the originating campaign using Intelligent 2-way messaging

- Multi-channel messaging over SMS, email, voice and mobile

- Inbox for all inbound and reply messages

- Interactive 'Chat' messaging across multiple threads via the user interface

- Seamless integration with Email-2-SMS messaging

- Reusable message templates for recurring campaigns

- Remote activation of templates (via HTTP, SMS and email) and inject variable data

- Inbound messaging campaigns using SMS short codes and long numbers

- Scheduled messaging campaigns on ad-hoc or recurring basis

- Secure data - Overwrite sensitive data to meet data protection requirements

- Global messaging delivery and international messaging using local SMS numbers

boomCast benefits

- Quickly distribute time-critical information to a widespread group of stakeholders

- Extend engagement with end users using Intelligent 2-way messaging

- Reduce operating costs by removing manual communication processes

- Use preferred communication channels to generate greater response rates from recipients

- Gain immediate insight into the success of bulk campaigns

- Improve service continuity using automated renewal alerts

- Reduce cost of DNAs using automated reminders (appointments, reservations etc)

- Reduce the cost of international messaging using local numbers

- Personalise bulk campaign using variable tags within message templates

Find out more on boomcast.co.uk

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CYBER ESSENTIALS

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ISO 27001
British Assessment Bureau