

Simple, effective SMS

"SMS is so much quicker and more practical. For example we never have to recall because someone didn't pick up, and we get replies back from happy customers!" E. Price Operations Coordinator, Eckersleys

What is Business SMS?

Business SMS allows you to send text messages from a PC to your customers and other contacts - it's a simple, economical communication tool. To provide our clients with the best SMS service we've partnered with MessageMedia, Australia's largest business SMS provider.

Get great results with SMS & Tower Systems

Improve Customer Service

- SMS can dramatically reduce your operating costs. It is far more cost-effective than calling, emailing or mailing your customers, staff and other contacts - and much quicker too!
- Use SMS to automate business processes, reduce staff overheads and improve efficiency by confirming attendance or reminding customers about repeat events
- Add value generating customer satisfaction and return business.

Why does Tower Systems use MessageMedia?

Experience

MessageMedia is Australia's largest business SMS provider with thousands of clients including a range of workforce managers.

Reliability

Poor service costs you time and money and the SMS market is full of unreliable service providers. MessageMedia are SMS specialists, they offer a 100% reliability guarantee.

Simplicity

MessageMedia's SMS solutions can be set up in minutes and are very easy to use. Their experienced support team is on hand if you require assistance.

Cost

With MessageMedia you get what you pay for - your messages delivered on time, every time. Their rates are competitive and they offer a range of billing options.

- SMS is a simple, innovative way to establish a competitive edge in the ultra-competitive retail market.

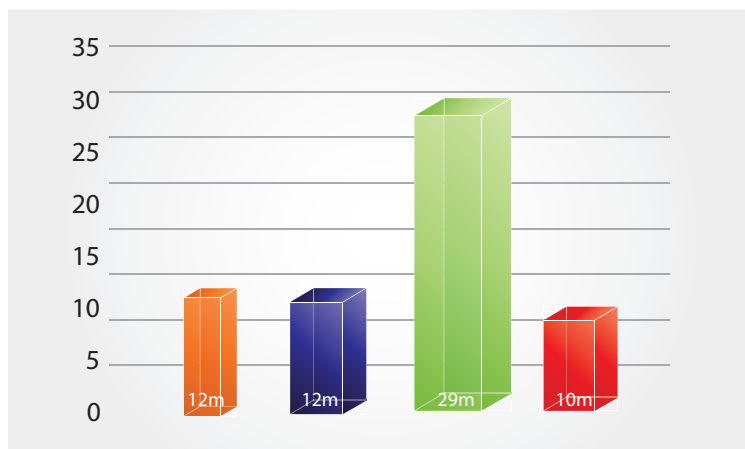
Communicate with your Workforce

- SMS is a simple, non-intrusive way to communicate with your workforce. Send a single SMS to hundreds of handsets and receive instant replies.
- Unlike a phone conversation, have correspondence documented and tracked
- 97% of SMS are opened and 83% are opened within four minutes

Marketing

- SMS is a powerful compliment to other media and communication channels
- Quick and personal communications that offers immediacy and cut-through
- Send SMS for VIP nights, special offers, daily promotions and end of season sales

Why SMS? More people use a mobile than any other medium



 Internet subscribers  Facebook subscribers  Mobile handset  Fixed-line telephones

TOWER
SYSTEMS software for retailers

 **MessageMedia**

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MessageMedia SMS SUITE SELECT

SMS is more cost-effective than mailing or calling

Simple & Effective SMS Messaging

Starter

\$39 per month (plus GST)

includes 260 messages

All messages @ 15 cents

I'd like this package!

Casual

\$99 per month (plus GST)

includes 761 messages

All messages @ 13 cents

I'd like this package!

Moderate

\$199 per month (plus GST)

includes 1658 messages

All messages @ 12 cents

I'd like this package!

Ultimate

\$249 per month (plus GST)

includes 2,490 messages

All messages @ 10 cents

I'd like this package!

Please note there are no lock in contracts and you can upgrade and downgrade between plans on a month to month basis. For a customised plan, please contact MessageMedia.