SPOTIO

"Hybrid Multi-Channel Communications (MCC)"

ALL COMMUNICATIONS WITH PROSPECTS ACCESSIBLE FROM WEB OR MOBILE

A Brief History of MCC

THE TOGGLE TIME PROBLEM

According to <u>Forbes</u>, the average worker toggles between apps 10x per hour, resulting in 32 days worth of lost productivity per year. Considering the time commitment, it's no wonder that 70% of workers are challenged by the sheer volume of work communication apps they're forced to use on a daily basis. And two out of three workers would prefer a single platform to use for their jobs.

THE INITIAL RELEASE OF MCC

In 2020, SPOTIO answered the problem with the first iteration of our Multi-Channel Communications (MCC) feature. This allowed sales reps, their managers, and specified admins to send and receive calls, emails, and text messages from inside the SPOTIO mobile app. Plus, all activities completed in the app were automatically logged inside of SPOTIO.

HYBRID MCC: THE NEW AND IMPROVED

Thanks to our latest feature update, SPOTIO users can now send and receive calls, emails, and text messages from both the SPOTIO mobile and web apps. Plus, all activities completed in the app are automatically logged inside of SPOTIO.

What does this mean for you?

You have the freedom to work *exactly the way you want,* while preserving the high productivity levels that our MCC feature affords you.

Key Benefits

- ✓ **Boost productivity:** Engage prospects from a single platform, eliminating the need to switch between multiple communication apps.

- ✓ **Foster organization:** View all of your virtual and in-person touchpoints from one location.

- ✓ **Ultimate flexibility:** Access all of your communication channels, including email and text templates, at any time, from your preferred device.

- ✓ **Bridge the gap between inside & outside sales:** Hybrid MCC empowers your team to build pipeline, visit customers and communicate with prospects seamlessly from web or mobile.

- ✓ **Compatible with account management sales motions:** Plan for the upcoming day/week and make it super easy to contact leads or opportunities while taking a comprehensive view of your pipeline.

For more information, please visit <u>https://spotio.com/hybrid-multichannel-communication/</u>

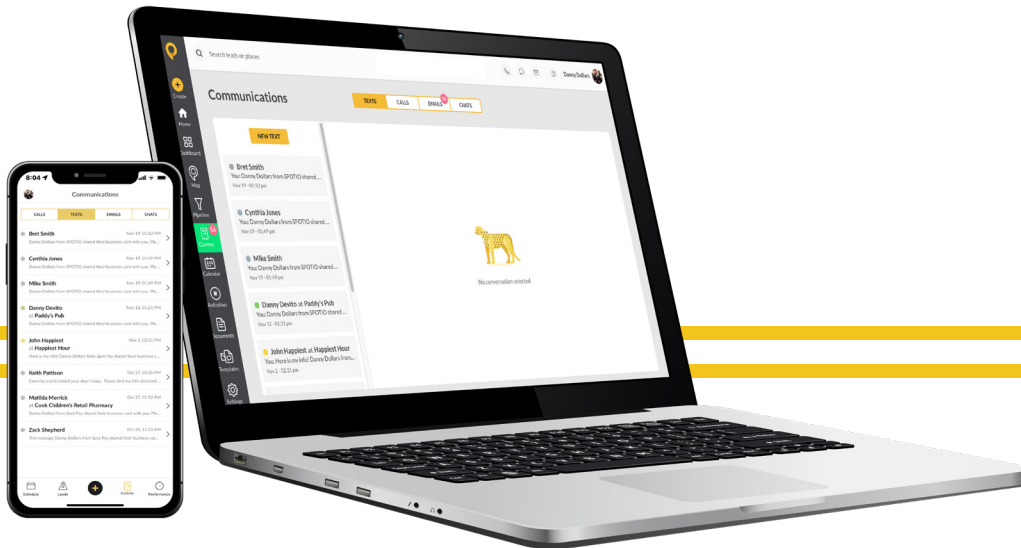# SPOTIO

Hybrid MCC: What's Inside

PHONE & TEXT

Before using Hybrid MCC, admins will need to to set up SPOTIO Phone Numbers for all users that need call and text capabilities. Once the Admin generates a new SPOTIO Phone number for a user it will then be visible under the user's profile as "SPOTIO Number." Admins are the only members of an organization with this capability.

These numbers are managed within your SPOTIO app. This allows you to:

- ✓ Assign SPOTIO Numbers to users
- ✓ Unassign SPOTIO numbers from users
- ✓ Remove numbers from provisioning

What does this mean for you?

You own customer relationships. If you need to reorganize reps or manger turn over, you have the flexibility to unassign and reassign phone numbers without losing traction.

CENTRAL COMMUNICATION HUB

SPOTIO's "Hybrid MCC" expands the ability to send, receive, and track emails, calls and texts through SPOTIO on web and mobile.

EMAIL

When users link their email to SPOTIO, there is the option to link the calendar account associated with the same email. SPOTIO provides a seamless connection between communication and appointments.

TEMPLATES

Templates can be created for each specific communication channel to unify your messaging across your team and save time with automated follow up content.

NOTIFICATIONS

SPOTIO will notify you when new emails, calls, or texts are received from your contacts. SPOTIO can even notify you when emails are opened by your prospects so you can respond to their interest *immediately.*