

## **Clickatell – Global Leader in Chat Commerce**

Clickatell is a company that specializes in providing various communication and messaging solutions, particularly in the realm of SMS (Short Message Service) and other messaging platforms. They offer services that allow businesses and organizations to send messages to their customers, clients, or users through SMS, WhatsApp, RCS, and other messaging channels. These messages can be used for a range of purposes, such as marketing, notifications, customer support, and more. Clickatell's bulk SMS gateway allows you to send or receive SMS communications to or from more than 1000 mobile networks.

Clickatell's services often involve APIs (Application Programming Interfaces) that enable developers to integrate messaging capabilities into their applications, websites, or systems. This allows businesses to automate their messaging workflows and engage with their audience effectively.

With more than 20 years of innovation, from messaging to customer engagement to chat, Clickatell gives consumers the power to transact with brands anytime, anywhere. Clickatell's clients can serve their customers, anywhere, at any time, by delivering their products and services in mobile messaging channels they love and use every day such as WhatsApp.

### **Clickatell leads the transformation of digital commerce and customer engagement through mobile.**

As a leading provider of chat commerce for global banks and telecommunications companies, Clickatell give global consumer brands the power to reach over 90 percent of the world's population through mobile messaging and chat.

### **Enhance customer experience and build loyalty.**

Realize the convenience of chat commerce, enabling your company to drive additional consumer touch points, establish impactful relationships with your clients, and facilitate seamless transactions that provide tremendous value for all.

- **Interact with customers where they are:** Chat apps and text messaging are used every day by everyone.
- **Enhance convenient service and support:** Clickatell wants their clients to be there when their customer needs you.
- **Build customer trust:** Clickatell will help their clients get there. Drive up your NPS score.
- **Enable chat commerce:** Financial transactions can happen right in the chat.

### **About Clickatell - A big idea. A tiny apartment**

In a tiny apartment in Cape Town, our (now) CEO Pieter de Villiers, his twin brother Casper, and two friends Danie du Toit and Patrick Lawson embarked on creating an application programming interface (API) between cellphones and computers. They did it! They created the world's first: four lines of code that created a way to send SMS from the internet to cell phones.

The team then introduced Clickatell's chat capabilities in developing countries, including South Africa. Here, limited transportation infrastructure makes it difficult to shop and bank at stores and financial institutions, and a cell phone is the primary communication device. Brands were in search of a mobile messaging, engagement, and commerce solution to conduct business with these mobile-based customers. We delivered.

Today, Clickatell's solutions are utilized by companies around the world and across industries for customer care, commerce, customer acquisition, customer retention, and customer expansion.

### **Clickatell's Mission**

Clickatell is here to usher in the next wave of digital commerce, and it's all happening in the messaging apps that consumers love and use every day.

Brands are no longer a destination... they now have their own place within their customer's messaging app of choice, sitting right next to threads of family and friends. But they're offering much more than chat - brands are creating rich commerce experiences, just as they would in their own mobile app (but without the hassle). Clickatell is making the future of commerce a reality for today... and chat is where it's at.

### **Clickatell's Customers**

Clickatell is a company with global reach, serving more than 220 countries / territories and 85% of the world's population. Our innovative mobile messaging solutions enable Chat Commerce for the world's leading brands.

- 5 billion user-reach, worldwide
- 9.5 billion business messages sent monthly.
- 1000+ connected mobile networks.

### **Clickatell's Investors**

All believers in the future of Clickatell, Clickatell's investors are some of the most forward-thinking people and companies on the planet.

- Founder Collective
- DAG Ventures
- Sequioia

### **Clickatell's Values**

- Curious
- Collaborative
- Courageous
- Creative

**Clickatell is empowering chat commerce for forward-thinking global brands.**

Great customer experience is a win for businesses and customers. A business's ability to connect and transact directly on a messaging platform adds great value for both customers and brands. 15000+ clients and 1750 organizations trust Clickatell worldwide. These brands include:

- Capitec
- Absa
- Accenture
- Bloomberg
- Booking.com
- Visa
- WhatsApp
- Zipcar
- Chubb
- GoDaddy
- IBM
- Ikea
- MTN
- Standard Bank
- Tangerine
- Telegram
- US Foods
- Bp
- CA Technologies
- Deloitte
- GTBank
- McKinsey & Company
- Novartis
- United

**What is Chat Commerce?**

Chat commerce, also known as conversational commerce, refers to the use of messaging platforms and chat applications as a means of conducting commercial transactions and interactions between businesses and customers. It involves using messaging apps such as WhatsApp, Facebook Messenger, SMS, and other similar platforms to engage customers, provide support, offer product recommendations, facilitate payments, and complete purchases.

Chat commerce takes advantage of the popularity and convenience of messaging apps that people already use for personal communication. Instead of visiting a traditional website or app, customers can

interact with businesses directly within their preferred messaging platform. This enables businesses to provide a more personalized and interactive experience, addressing customer needs in real-time and offering a seamless path from product discovery to purchase.

## **Clickatell's Product Packages**

### **Connect, interact, and transact with your customers at scale.**

Deliver engaging, contextually relevant messaging, customer support and rich digital commerce experiences with Clickatell's Chat Commerce Platform.

## **1. Connect**

Connect is trusted by businesses worldwide to reach their customers quickly and reliably with mobile messaging. With Connect Clickatell's clients can reach their customers on a global scale. With enterprise-grade APIs and intuitive admin tools, you can easily manage high-volume services and campaigns while complying with strict security and compliance requirements. Deploy global messaging experiences at scale with Connect.

**Clickatell's clients can leverage their mobile messaging services to achieve effective customer engagement and communication. Here's what they can do:**

1. **Send Messages Efficiently:** Clients can quickly and reliably send messages to their customers on a global scale using the mobile messaging platform provided by Clickatell. This includes SMS notifications, alerts, and promotional messages.
2. **Enterprise Communication APIs:** Clickatell offers robust enterprise communication APIs that enable clients to integrate messaging capabilities into their systems, ensuring seamless communication workflows.
3. **Strict Security and Compliance:** Clickatell's platform adheres to the stringent security and compliance requirements of large businesses, ensuring that sensitive information is handled securely.
4. **Easy-to-Use Web App:** Clients can access the power of global messaging through an intuitive web app, making it easy to manage messaging campaigns and engage with their audience effectively.
5. **Various Use Cases:** Clients can utilize mobile messaging for a variety of purposes, including customer service and support, collecting customer feedback, deflection of call center queries, tracking and returning deliveries, facilitating account creation, customer onboarding, managing bookings, enabling digital check-ins, and running loyalty programs.
6. **Global Audience Reach:** Clickatell's platform allows messages to reach a vast global audience, enabling personalized SMS notifications, alerts, and promotional messages to almost anyone with a mobile phone.

7. **Stability and Reliability:** Clients can rely on Clickatell's enterprise-grade stability, security, and uptime to ensure their messages are delivered promptly and reliably. This reduces messaging-related concerns and ensures successful campaigns.
8. **Effective Engagement:** By utilizing Clickatell's high-performing messaging platform, clients can engage with their audience more effectively than ever before. They can build mobile messaging campaigns that reach large groups of customers, fostering meaningful connections.

In summary, Clickatell's clients can harness the power of mobile messaging to enhance customer engagement, send messages globally, ensure security and compliance, and streamline communication processes. The platform offers a range of capabilities, from enterprise-grade APIs to an easy-to-use web app, providing the tools needed to create successful messaging campaigns and engage with customers in a meaningful way.

### **Clients can take their mobile messaging to the next level with Connect.**

Connect provides the communication capabilities of the Clickatell Platform, a foundational set of features and infrastructure that ensure businesses can send messages to large groups of customers, reliably, quickly, and at scale.

#### **Connect includes:**

- Channel Access and Management
- CRM Integrations
- Multi-Number Procurement and Management
- Campaign Messaging
- Reporting and Analytics
- Account Management
- Personal Customer Support
- 99.98% Uptime and Incident Management

## **2. Interact**

Experience the power of automated messaging and live agent support on mobile channels to create deep engagement with your customers. Customer engagement, reimagined: clients can experience the power of automated messaging and live agent support on mobile channels to create deep engagement with your customers. With Interact, they can deliver sophisticated messaging experiences that meet the expectations of today's mobile-first consumers.

**Clickatell's clients can enhance their customer support and engagement by utilizing a range of features:**

1. **Streamlined Customer Communication:** Clients can transform their customer communication by employing automated workflows and enabling live agents. This results in conversational engagement that delights customers on the mobile messaging platforms they already use and enjoy.
2. **Mobile Use Cases:** Clients can leverage these capabilities across various mobile use cases, including customer service, collecting customer feedback, deflecting call center queries, tracking and managing deliveries, facilitating account creation, customer onboarding, managing bookings, digital check-ins, and running loyalty programs.
3. **Secure Payments in Messaging:** Clickatell's PCI-compliant payment system enables businesses to request payments for products and services directly within messaging channels. This simplifies transactions for customers, providing a convenient way to complete purchases.
4. **Real-time Customer Support:** Through the Chat Desk feature set offered as part of Transact, clients can provide real-time assistance to customers using live agents on mobile messaging channels. This ensures that customers always have access to human support when automated experiences are insufficient. Call center agents can manage multiple customer chats simultaneously, reducing wait times and frustration.
5. **Efficient Implementation:** Using the Interact feature, businesses can streamline operations and create rich customer experiences with powerful automation, orchestration, and integration. This eliminates cumbersome communication processes and introduces sophisticated messaging experiences on customers' preferred channels. Live agent support is also available when needed, ensuring a seamless and personalized customer journey.

In summary, Clickatell's clients can revolutionize their customer support and engagement strategies by automating workflows, utilizing live agents, enabling secure payments in messaging, and offering real-time assistance. These features cater to various mobile use cases, allowing businesses to enhance customer interactions and provide exceptional experiences. With the added benefit of quick implementation and low or no code requirements, businesses can optimize their operations and achieve efficient, effective customer engagement.

### **Create meaningful customer interactions with mobile messaging.**

Interact provides the conversational capabilities of the Clickatell Platform and includes everything offered in Connect as well as additional features and applications that enable rich conversational messaging exchanges through automated app-like messaging experiences, chatbots, menu trees, and live agents.

#### **Interact includes:**

- Channel Access and Management
- Multi-Number Procurement and Management

- Message Queuing and Routing
- Campaign Messaging
- Reporting and Analytics
- Account Management
- Business Support (Support Upgrade Available)
- 99.98% Uptime and Incident Management
- Automated Messaging
- Live Agent Messaging
- API Orchestrator
- Customer Authentication
- Message Encryption
- CRM Integrations

### 3. Transact

With Transact, businesses can easily accept secure payments in messaging channels, without the need for any coding. Drive revenue with mobile messaging: Easily accept secure payments in messaging channels, without the need for any coding. Clients can unlock the full potential of chat commerce with Transact on the Clickatell Platform.

**Clickatell's clients can enhance their digital commerce experiences within mobile messaging through the following capabilities:**

1. **Integrated Secure Payment Options:** With Transact, businesses can seamlessly integrate secure payment options into their messaging channels. This allows customers to conveniently purchase products and services without leaving the chat. The use of proprietary account authentication and tokenization ensures secure transactions.
2. **WhatsApp Commerce Integration:** Transact provides integration with WhatsApp Commerce functionalities, enabling an innovative shopping experience for customers within a branded WhatsApp channel. All of this is achieved without the need for any coding.
3. **Diverse Mobile Use Cases:** Clients can apply these capabilities to various mobile use cases, including customer service, collecting feedback, call-center deflection, managing deliveries, account creation, customer onboarding, bookings, digital check-ins, and loyalty programs.
4. **Monetization and Customer Satisfaction:** By utilizing a PCI-compliant payment system, businesses can conveniently request payments for their products and services within messaging channels. This enhances customer satisfaction and contributes to increased revenue. Innovative chat commerce capabilities further improve customer satisfaction and boost the bottom line.
5. **Personalized Sales Boost:** Transact enables businesses to increase sales through personalized and relevant messaging. By delivering digital commerce experiences within messaging channels where customers already engage, businesses can achieve higher conversion rates and engage customers in deeper, more meaningful ways.

6. **No-Code Innovative Commerce:** Transact eliminates the need for businesses to develop payment solutions for messaging channels from scratch. Clients can deliver new and innovative digital commerce experiences without writing code. Secure, in-channel payments ensure a smooth customer experience, while low-code or no-code integration accelerates time-to-market. Rich, personalized chat commerce experiences can be delivered using Transact.

In summary, Clickatell's clients can leverage Transact to seamlessly integrate secure payments, provide innovative shopping experiences, and boost sales within messaging channels. This approach enhances customer satisfaction, drives conversions, and optimizes digital commerce without the need for extensive coding efforts.

#### **Send a link, get paid - convenient digital commerce with Transact.**

Transact provides the commerce capabilities of the Clickatell Platform and includes everything offered in Connect and Interact as well as the features required for businesses to offer innovative, digital commerce experiences with rich payment acceptance functionality.

#### **Transact includes:**

- Channel Access and Management
- Multi-Number Procurement and Management
- Message Queuing and Routing
- Campaign Messaging
- Reporting and Analytics
- Account Management
- Business Support (Support Upgrade Available)
- 99.98% Uptime and Incident Management
- Automated Messaging
- Live Agent Messaging
- API Orchestrator
- Customer Authentication
- Message Encryption
- CRM Integrations
- Multi-Number Procurement and Management
- Reconciliation
- Chat Wallet
- API Orchestrator
- Refunds
- Fulfilment and Delivery Management



A comparison of the package can be viewed with the following link:

<https://www.clickatell.com/packages/>

**Clickatell's clients can enhance their customer experience and drive revenue through chat commerce with the following capabilities:**

1. **Personalized Customer Experience:** Clients can advance and personalize the customer experience, leading to higher satisfaction, increased retention, improved business efficiency, and reduced operating costs. Clickatell's chat platform enables businesses to engage with customers effectively.
2. **Global Notifications with SMS APIs:** By leveraging SMS API solutions, clients can reach a global audience and enhance customer engagement. Real-time notifications, including updates, alerts, promotions, and OTPs, can be delivered to customers through SMS messaging, laying the foundation for an improved customer experience.
3. **Advanced Messaging:** Businesses can deliver more engaging messaging experiences to customers using advanced messaging capabilities. This involves sending relevant, actionable messages and automating certain business processes. By migrating customers to richer communication channels, businesses can deepen relationships, build trust, and foster loyalty.
4. **Automation for Customer Service:** Clients can provide convenient customer service and support through Clickatell's automation solutions. Brands can be made available on customers' preferred messaging channels, allowing for sophisticated messaging workflows and real-time interactions. Even payments can be requested seamlessly through messaging.
5. **Live Agent Support:** To resolve complex customer queries, clients can offer the option to switch seamlessly from automated conversations to messaging a live agent. This assisted messaging experience reduces friction and frustration in the contact center experience.
6. **Chat Payments:** Clickatell's end-to-end payment solution, in partnership with Visa and Cybersource, enables businesses to request payments through chat. A simple link sent via SMS or WhatsApp allows customers to complete payments conveniently and contact-free, enriching the customer experience.

In summary, Clickatell's clients can use chat commerce to elevate customer experiences, improve engagement, and boost revenue. From global notifications and advanced messaging to automation, live agent support, and chat payments, businesses can tailor their communication strategies to meet customer preferences and enhance their overall interactions.

## Clickatell's Products

### Chat2Pay (Payments in Messaging)

Chat 2 Pay allows you to embed a "node and/or extension" into multiple applications enabling you to trigger a payment request to your customers (i.e., the end-user) via those applications. Chat 2 Pay will help your business reduce operational and payment processing costs by delivering a payment request via a low-cost high-touch channel like chat.

The URL embedded in the message allows the customer to open a secure payment page where they can enter a new credit/debit card or utilize a saved credit/debit card that will be used by the merchant to process payments via the merchant's payment processor/gateway.

Chat 2 Pay is partnered with one of the most secure payments platforms across the globe, Cybersource from Visa. Chat 2 Pay is not the payment gateway. Chat 2 Pay only acts as a pass-through and routes all payments through Cybersource.

### Why use Chat2Pay?

- **Improve the customer experience:** with a new way for your customers to shop on a channel they know and love.
- **Reduce cost of business:** while increasing sales with payment acceptance on trusted channels.
- **Deliver convenient:** contact-free checkout experience: as part of an effective omnichannel communication strategy.

### How does Chat2Pay work?

1. A payment request is triggered by your business and is sent to the customer as a link in an SMS or WhatsApp message.
2. The customer receives the link and clicks on it, directing them to a secure checkout page, powered by CyberSource
3. The customer fills in their payment details and submits, receiving confirmation of their order as well as the receipt, also delivered in a message.

## **Chat Desk (Live Agent Messaging)**

Chat Desk is an easy-to-use web-based application that enables real-time communication with your customers via a single web interface. It allows your customers to contact you via multiple channels (including WhatsApp) while your customer service agents manage and respond to these customer messages from one, central web-based agent desk. Chat Desk also makes monitoring queries, chats, agent performance, and SLAs easier so you can ensure your customers are receiving the best and most efficient service.

### **The main features include:**

- **Chat Desk Dashboard (supervisors only)** - provides a summary of near real-time data relating to agent performance and availability and provides a view of your customers' engagement behavior.
- **Supervisor Desk (supervisors only)** - provides greater visibility to a supervisor into their agents' activities and interactions with clients to ensure their teams are providing efficient and quality service to end-users.
- **Agent Desk** - enables agents to engage with end-users across multiple chat channels in real-time, including two-way rich media support, chat history retrieval, and the ability to transfer chats.

## **Chat Flow (Automated Messaging)**

Chat Flow is a conversation builder - a product that lets you design and deliver intelligent, immersive self-service engagements with your customers, helping them to help themselves through the convenience of chat.

Chat Flow lets you create, edit, test, and manage complex experiences across multiple channels, building rich conversational engagements with your customers visually. Deploy purpose-built, menu-driven workflows that enable innovative self-service customer experiences based on your own business logic, and when human support is necessary, switch seamlessly to live agent engagement (see Chat Desk). Build it yourself or make use of our Professional Services to build workflows that will delight your customers.

### **Make every conversation count with Chat Flow:**

Your customers want to feel empowered, and they want instant gratification. They want to interact with your brand as simply, quickly, and as conveniently as possible. What better way to engage them in their favorite chat messaging app? Deliver innovative self-service engagements, making your business available wherever, whenever, through the convenience of chat.

- **Enrich:** Improve the user experience by connecting your customers to your services, delivering intuitive self-service journeys across the commerce lifecycle.
- **Accelerate:** Drive digital transformation, creating user journeys that bridge the gap between customer expectation and delivery of services.
- **Streamline:** Improve business operations, turning conversations into revenue. Enjoying impressive returns, making processes more efficient and profitable.

### Core features of Chat Flow

**Workflow automation:** Quickly and easily develop new conversational experiences to deliver services intuitively to your customers in their favorite messaging app. Reuse workflows across multiple mobile channels.

**Drag and drop capability:** Visually create, edit, and manage complex conversational workflows with no or low code and a simplified user experience.

**Rapid deployment:** Save time and money, by designing, testing, and deploying workflows easily, without months of development time or cost. Develop multiple experiences at the same time, instead of having to focus on just one, and move between different workflows as and when you need.

- **Multi-channel capability:** Provide your customers with innovative Chat Commerce experiences via SMS, WhatsApp and USSD. Enable rich self-service interactions with your business on these popular chat channels, with more channels planned on the roadmap.
- **Seamless integration:** Enrich the chat experience by connecting customers to your own business services via API integration, without compromising security or compliance requirements. Connect to your CRM, for example, to deliver actionable insights into the customer, and to enrich their Chat Commerce experience.
- **Seamlessly switch to a live agent:** Unassisted, menu-driven chat solutions are an excellent way of providing self-service customer support, but they won't resolve every query. When your customers get stuck, simply transfer them to a human customer service agent, providing an assisted chat experience.
- **Call deflection:** Reduce the frustration that comes with waiting in a queue to be served or being placed on hold. Reroute from a traditional phone call to a chat channel, where your customer can engage with your business in their preferred chat app.
- **Secure payments:** Enable your customers to pay for products and services while they are chatting to you. Clickatell helps you to offer your customers a safe, quick, and easy way to make purchases, by facilitating the payment process through your chosen payment gateway.
- **Customer authentication:** Reduce fraud by adding security to your customer engagements in the form of a second factor of authentication. Chat Flow enables out-of-band SMS OTP, or password requests via a webpage.

- **Keyword recognition:** Take a conversational approach, helping the user to navigate intuitively with common keywords and phrases, leading them to the correct flow, or to specific steps within a flow, based on their input.

## **SMS Platform (Global Messaging)**

Seamless integration and communication

- Intelligently connect with your customers, world-wide. We provide you with the messaging solutions that you require. Enabling you to get your messages to the right customers, at the right time.
- Smart: A cloud-hosted, user-friendly portal and wizard-driven code generation makes integration into your existing systems easy.
- Scalable: An SMS platform that scales with you, allowing you to send a high volume of messages delivered reliably and on time.
- Secure: Ensure that conversations between your business and customers remain 100% private with default end-to-end encryption.

## **Two-Way Text Messaging**

We offer personalized short codes or long numbers that will enable you to engage with your customers via SMS.

### **10-Digit Long Codes (10DLC) for A2P messaging in the U.S.**

Use a 10DLC phone number for complaints and cost-effective messaging at scale. Learn more about 10DLC.

## **Choose the best tool for the message.**

Send and receive SMSs for quick customer support, communications, promotional marketing, or two-factor authentication notifications.

- **Clickatell's One API:** Automate engagement on an ever-expanding list of channels – SMS, WhatsApp, etc. – without the overhead of programming individual channels.
- **Messaging-Specific APIs:** SMS-enable any application, website or system and facilitate international one- or two-way messaging with an easy one-step integration process.
- **Campaign Manager:** Create one- or two-way bulk SMS campaigns within minutes, with no coding or developers required, a free application and you only pay for the messages you send.
- **Clickatell's SMS Gateway:** For secure, reliable, and fast bulk SMS messaging. Our hosted specialized SMS Gateway lets you cost-effectively connect to your customers at scale.

## Frequently Asked Questions (FAQs)

### What is 10DLC?

10DLC is a service offered by major US carrier networks specifically designed for A2P (application-to-person) messages using long codes. 10DLC stands for “10-Digit Long Code” and is the traditional 10-digit phone number (including area code)

### Why is 10DLC being introduced?

Major carrier networks in the US like AT&T, T-Mobile and Verizon are moving away from unsanctioned long codes and are launching 10DLC as a sanctioned A2P messaging service. The new sanctioned environment will offer reliable A2P messaging with throughput levels suitable for large SMS campaigns and business requirements. 10DLC is only used in the US, supports both transactional and promotional messaging, and can include any US area code. This change will also improve deliverability as 10DLC allows for higher messaging throughput than P2P (person-to-person) long code traffic.

### How do I purchase a service from Clickatell?

Log into your Clickatell account (or register a new one). On the Products & Services tab, you can explore the various products and channels Clickatell has to offer. Once activated, the product or channel appears on the My Workspace tab. With the help of setup wizards, you can configure each product/channel from here and make payments for the services you purchased. Also, see the following pages for information on purchasing each:

- long number
- short code
- top-up

If you are currently using the old user portal (CMX):

You can buy a long number, a short code or top up your balance. When making a payment, you can make a one-time payment or save your credit card details for future use.

### What channels are supported on Chat Flow?

You can currently use Chat Flow with the following channels:

- SMS
- WhatsApp
- USSD

Additional channels will be added in the future.

## **What is short code?**

A short code is a number that is much shorter than a regular phone number – usually 5/6 digits – but it can vary from country to country. These 5 or 6 digits 'from' number can easily be memorized by your customers, suppliers, or employees. These numbers can send text messages to mobile phones and receive messages from mobile phones. They are often used for marketing and promotional messaging.

The advantage of short codes is that they can be easily remembered, making it simple for recipients to reply to your messages. Short codes are registered by a national registry in either random (any numbers) or vanity (specific numbers chosen by you). Short codes are ideal for high volume incoming and outgoing mobile text messages.

Short codes require an application process and are not available immediately. Short codes are also country-specific and can't be used if you want to receive messages from international customers.

Visit our [short codes page](#) for more information or, if sign up for a free Clickatell Platform account to apply for your short code.