



Sinch & Zoho



Agenda

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Sinch + Zoho

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How Zoho CRM
customers use SMS

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How Sinch works with Zoho CRM

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How we partner

Meet Sinch



Global leader in cloud communication

100% reach – giving you access to every mobile phone on the planet



#2 most installed SMS app in Zoho CRM

Easy to use platform that works within Zoho



Seriously connected

300+ third-party integrations including Zoho Recruit, Campaigns, and Marketing Automation



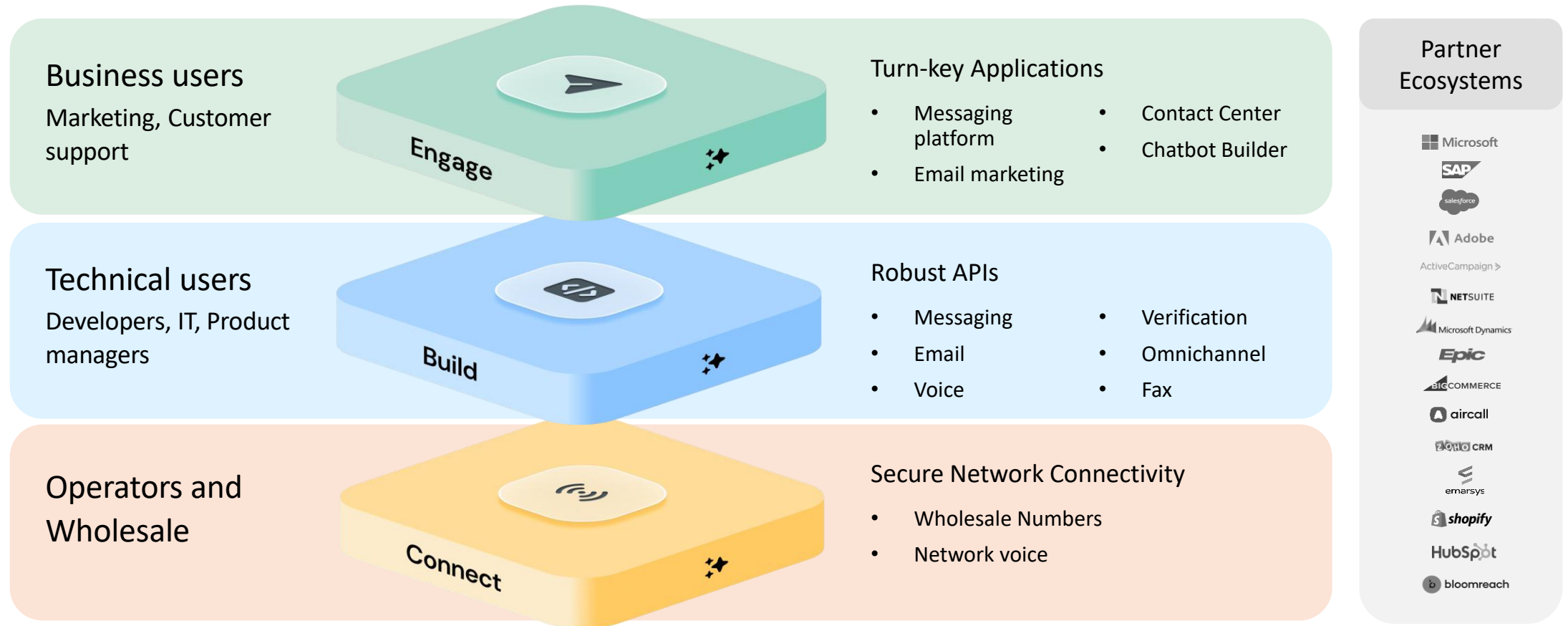
Quick facts

- Tier 1 network
- Security
- Scalability
- Redundancy

We help you keep your customers...



Customer Communications Cloud

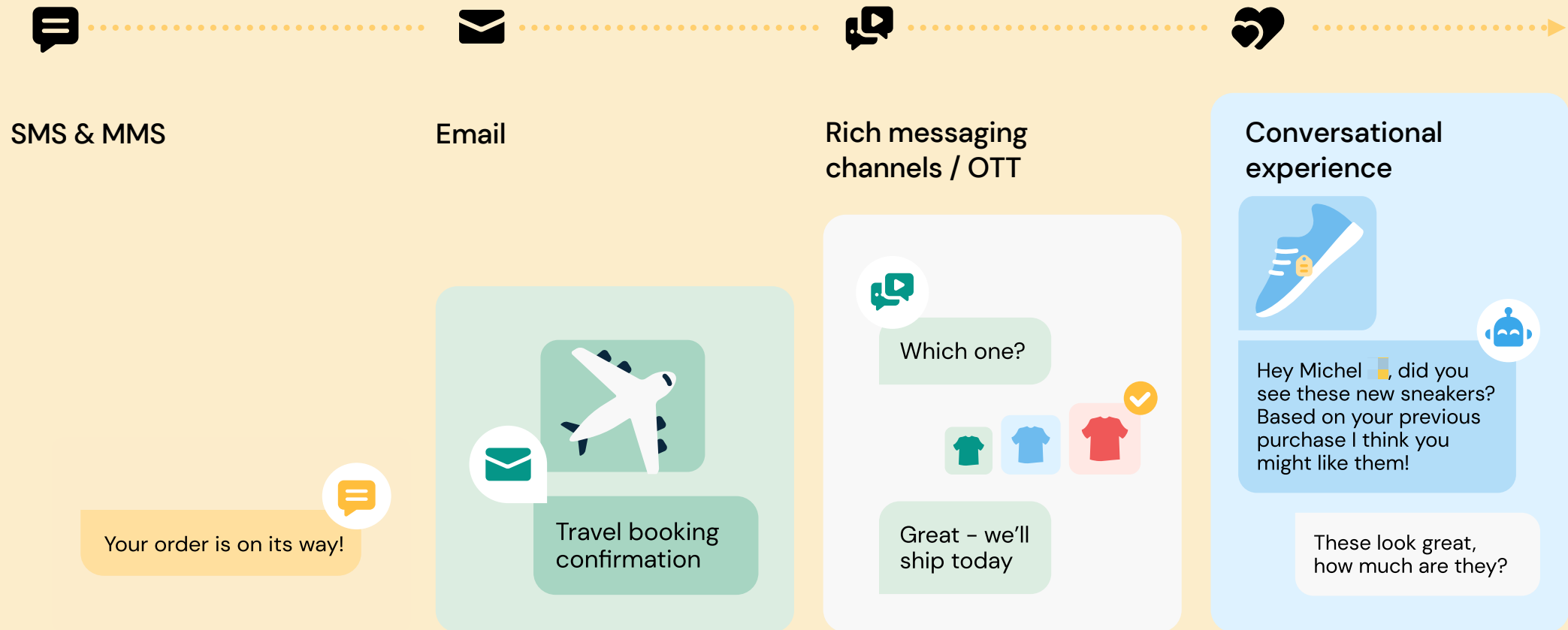


Sinch ❤️ Zoho

- Integrated across the Zoho product stack
- Enable mobile messaging across all stages of the customer and stakeholder lifecycle
- Partner management team across different regions (APAC, Americas, EMEA)



From 1-way communication to customer-centric experiences




Sinch SMS for Zoho CRM

(nee smooth messenger)



What we ❤️

- **Personalise your messages:** Use custom fields from your contact, deal or lead record to make the message seem more personal
- **Connect your way:** Send messages to any standard or custom module
- **Streamline processes** with automated workflows based on inbound and outbound messages



SMS for Zoho CRM by Sinch MessageMedia (Smooth Messenger)

Boost your customer engagement and keep your leads in the loop. Send SMS and MMS from Zoho CRM.

Developed by: [Sinch MessageMedia](#)

5.6k+ Installs • ★★★★★ (143)


[Overview](#) [Screenshots](#) [Ratings & Reviews](#) [Pricing](#) [Vendor](#)

Create engaging two-way conversations using Sinch MessageMedia's SMS for Zoho integration (Smooth Messenger). Use a simple and intuitive interface you're already familiar with. Get started quickly, minimise admin time and work more efficiently. SMS will boost sales and reduce no shows.

Keep an eye on all your open conversations. See your active SMS and MMS conversations in one inbox. Reply directly and in real-time from your CRM or by using our mobile app (currently in beta).

With push notifications for inbound SMS and MMS on desktop and mobile, never miss another message from your clients.

To start sending, simply select a Sinch MessageMedia messaging plan that suits your business. Plans start from USD\$49 per month, and the SMS for Zoho CRM integration costs just USD \$1/month on top. You'll get access to all SMS for Zoho CRM features, regardless of the messaging plan you choose.



Key Features:

- Easily send text messages for the way your business works: templated message blasts, automated workflow messages, live SMS chat or keyword based auto-replies

1-1 message feed

- Have **complete visibility** of messages sent and received, plus view delivery reports
- Add **templates** and **schedule future messages** for efficient sending
- Engage and **capture attention** with **MMS** for visual and creative content

The screenshot displays a CRM interface with a dark navigation bar at the top containing links for CRM, All Tabs, Home, Leads, Contacts, Accounts, Deals, Tasks, Meetings, Calls, Reports, Analytics, and Products. The main content area is titled 'Biggie Smalls - MM' and features a 'Related List' sidebar on the left. This sidebar includes categories like Notes, Cadences, Attachments, Products, SMS records - data ... (10+), Open Activities (1), Closed Activities (2), Invited Meetings, Emails, Campaigns (1), Social, Zoho Desk, Zoho Survey, Visits - Zoho SalesIQ, Smooth Messenger, and Links, each with an 'Add' button. The main panel shows a message feed for 'Smooth Messenger' with a search bar and two messages. The first message is a received message from 'Biggie Smalls' saying 'Regards Alex'. The second is a sent message from 'Biggie Smalls' saying 'Hi Maya, I've been thinking about our conversation. The battery system you mentioned seems like a great addition. Let's go ahead with it for the 50 kW project.' At the bottom, there is a text input field 'Type your message here' and a blue 'Add Related List' button. A footer bar at the very bottom shows 'Chats' and 'Contacts' icons and the text 'Here is your Smart Chat (Ctrl+Space)'.

CRM All Tabs Home Leads Contacts Accounts Deals Tasks Meetings Calls Reports Analytics Products

← B Biggie Smalls - MM

Related List

- Notes
- Cadences
- Attachments
- Products
- SMS records - data ... 10+
- Open Activities 1
- Closed Activities 2
- Invited Meetings
- Emails
- Campaigns 1
- Social
- Zoho Desk
- Zoho Survey
- Visits - Zoho SalesIQ
- Smooth Messenger
- Add Related List

Links

Add Link

Overview Timeline

No records found

Smooth Messenger

Search

Regards
Alex

Biggie Smalls +61481384932 to +61400864317

Tuesday, March 5, 2024 10:33 AM

Hi Maya, I've been thinking about our conversation. The battery system you mentioned seems like a great addition. Let's go ahead with it for the 50 kW project.

Biggie Smalls +61481384932 to +61400864317

Type your message here

Add Related List

Chats Contacts Here is your Smart Chat (Ctrl+Space)

Bulk SMS

- Scale your communications with bulk SMS to lists or Zoho Campaigns
- Segment your contacts into groups to tailor bulk sends

15 Records Selected. Clear

Filter Leads by

Q Company x

☒ Company

is

Highpoint, Southland, Fountain G.

System Defined Filters

Website Activity

Filter By Fields

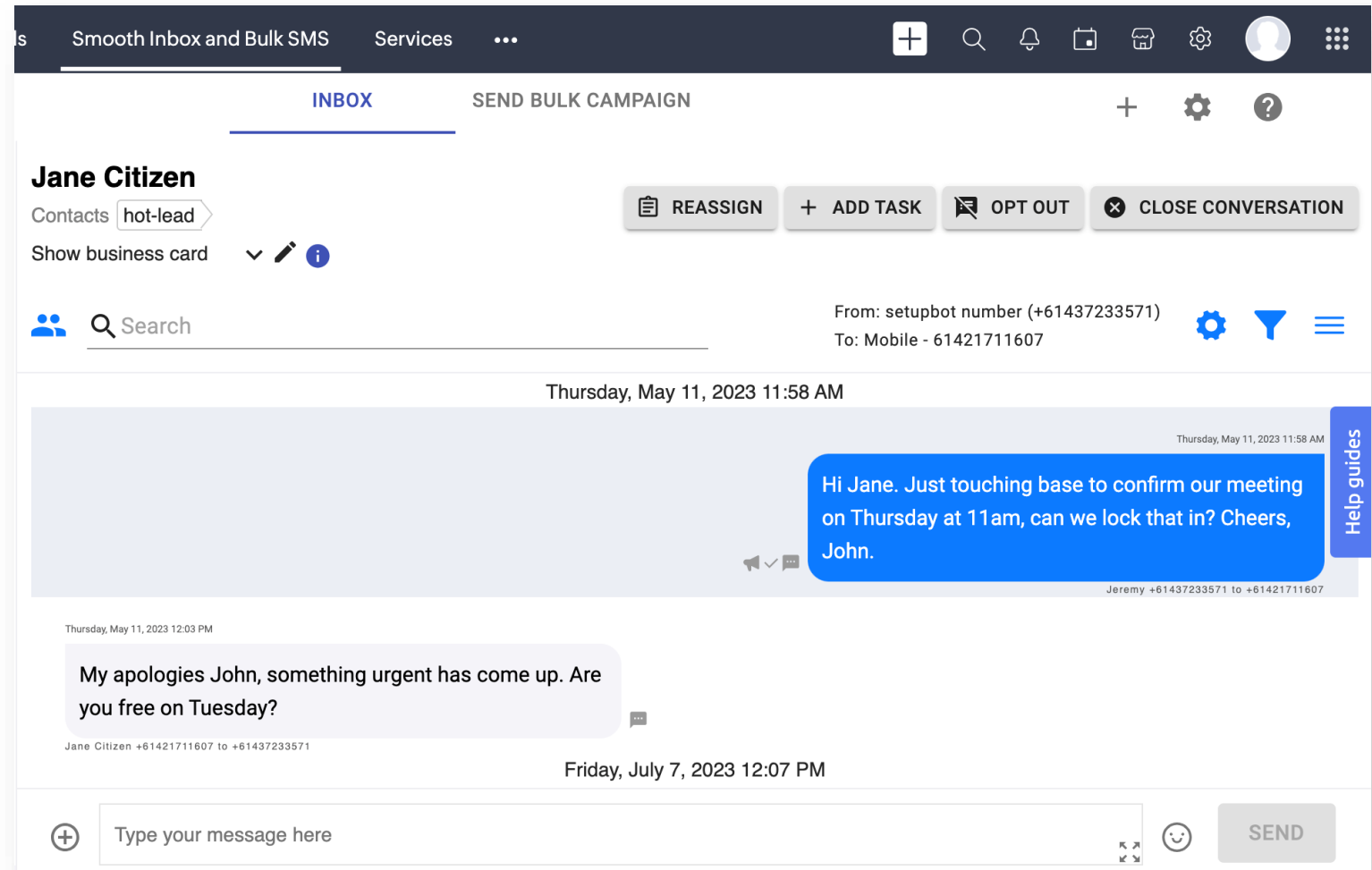
--No Matching Fields--

Save filter Cancel

	Lead Name	Company	Phone
<input checked="" type="checkbox"/>	Tracy Citizen	Highpoint	61491579455
<input checked="" type="checkbox"/>	Steven Citizen	Southland	61491579212
<input checked="" type="checkbox"/>	Sophia Citizen	Fountain Gate	61491579760
<input checked="" type="checkbox"/>	Quentin Citizen	Highpoint	61491577644
<input checked="" type="checkbox"/>	Patricia Citizen	Fountain Gate	61491577426
<input checked="" type="checkbox"/>	Oscar Citizen	Southland	61491576801
<input checked="" type="checkbox"/>	Lucy Citizen	Southland	61491573087
<input checked="" type="checkbox"/>	Lee Citizen	Highpoint	61491574632
<input checked="" type="checkbox"/>	Lance Citizen	Fountain Gate	61491574118
<input checked="" type="checkbox"/>	Julian Citizen	Highpoint	61491572549
<input checked="" type="checkbox"/>	Ian Citizen	Fountain Gate	61491571804
<input checked="" type="checkbox"/>	Helen Citizen	Southland	61491571491
<input checked="" type="checkbox"/>	Elizabeth Citizen	Highpoint	61491570110
<input checked="" type="checkbox"/>	David Citizen	Fountain Gate	61491570159
<input checked="" type="checkbox"/>	Caitlin Citizen	Southland	61491570158

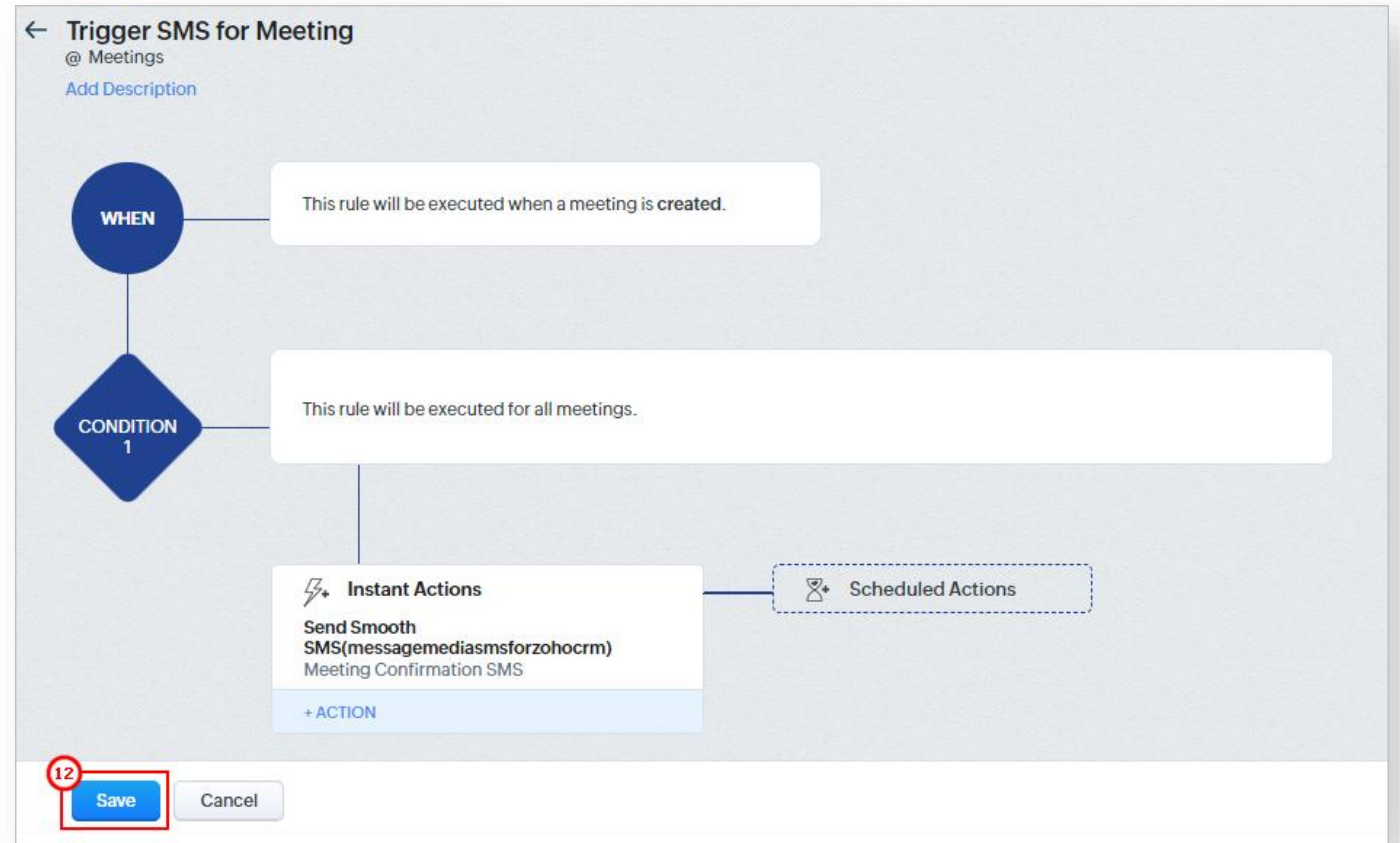
SMS Inbox

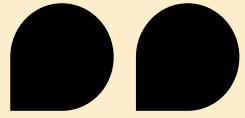
- Your **centralized location** with all inbound messages
- **Never miss a message:** assign to agents and close once communication has ended



Workflows

- **Easily set up** (no webhooks!) and start creating efficiencies
- Trigger workflows within Zoho CRM across **any modules**





SMS is a magic bullet for Replace My Part. I use it primarily for quoting, but it's also nice for people to know they're dealing with a human.

Brad Jeffery, Owner, Replace My Part

How to refer?

1. Discover the need for SMS
2. Introduce Sinch via zoho@sinch.com
3. Sinch team will reach out and assist the customer

