

Crescendo SMS Consent (opt-in)

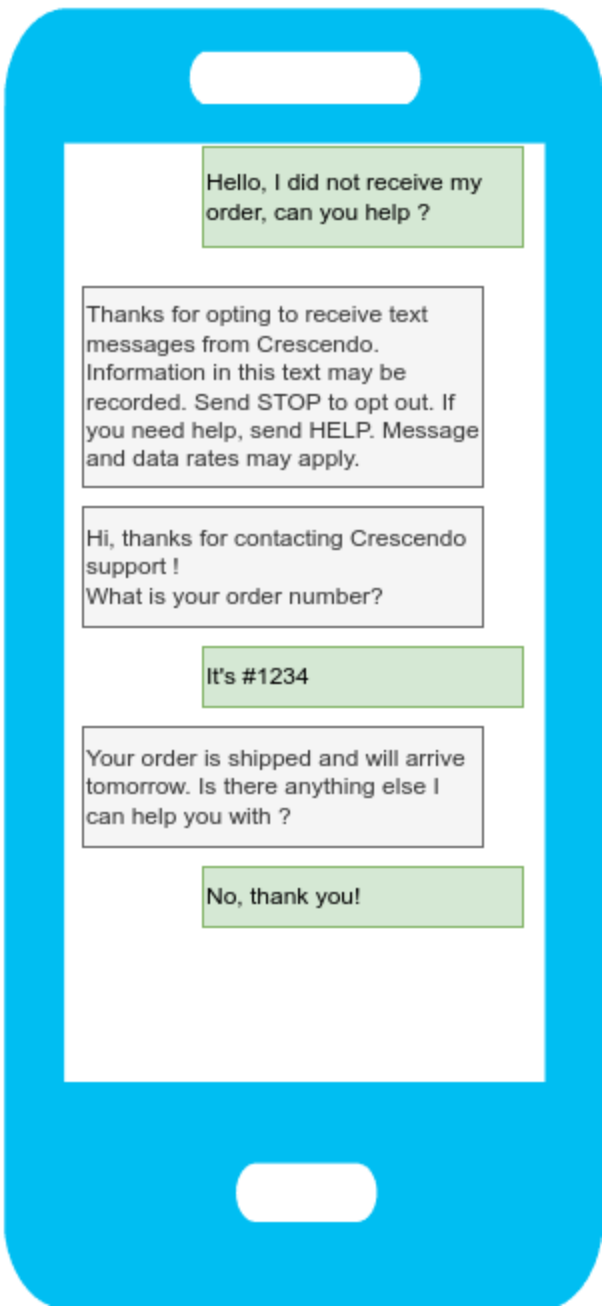
Our use case is Conversational messaging for customer support with implied consent. Customer texts our number first, and we reply only with the answer to the topic the customer messaged about. We do not send any SMS proactively from our side. We only send SMS as an answer if the user texted our numbers first.

End-users will always initiate contact first via SMS, for customer care questions only, and we do not follow up after their inquiries are over. We do not do any marketing with SMS, and we do not send any SMS proactively from our side. Instead, we can only send SMS as an answer if the user reached out to any of our numbers first, by sending SMS. The scenario we implement is - providing self-service customer care to users via different channels: voice, chat, and (hopefully soon) SMS. End user may send us questions like "What are your business hours?" and we would reply "Mon-Fri from 9 to 5", or "what's the status of my order?" and we would reply with order status details. We are considering this scenario as an implied opt-in, where the user opts in to receive SMS by sending us SMS first. The dialog with the end user may include multiple turns, each time the user sends the next question via SMS to us, and we would reply to the question by sending SMS back, until user inquiry is addressed. For example: End user: "I'd like to move my appointment to next week" Our response: "Hi John Smith! Certainly! Would Wednesday 11:00 am next week work for you?" End user: "Yes" Our response: "Your appointment is all set for Wednesday July 24th 11:00 am. See you soon!" End users may access phone numbers from the company's contact information on the web site.

Crescendo contact information including number to text and messages and rates disclaimer is available at <https://www.crescendocx.ai/>



Example of the conversation:



Hello, I did not receive my order, can you help ?

Thanks for opting to receive text messages from Crescendo. Information in this text may be recorded. Send STOP to opt out. If you need help, send HELP. Message and data rates may apply.

Hi, thanks for contacting Crescendo support !
What is your order number?

It's #1234

Your order is shipped and will arrive tomorrow. Is there anything else I can help you with ?

No, thank you!