Smarter ways with business messaging

Get set for Omni channel communications with one platform

Highlights

When you can send personalised faxes and voice messages to hundreds or even thousands of recipients as easily as sending to just one person the possibilities are endless - promote events, send updates to your business partners or reminders to your clients. Optus business messaging solutions are perfect for reaching out to large audiences.

Optus Broadcast Fax

Despite the mass adoption of Internet and wireless communications, many companies and associations choose fax when they need to send business critical information to key stakeholders quickly and easily. Faxing is still used because it combines real-time communication with hard-copy delivery.

Fast and easy message creation

Create your message on your PC. Include graphics, charts or variable information that is specific to each recipient, then simply upload to the Optus Broadcast Fax system.

Personalisation through mailmerge

With Microsoft® Word’s Mail Merge tool, simply upload your document and database / spreadsheet via our Web interface, and recipients will instantly receive information that is pertinent to them. You can broadcast personalised collateral for better target marketing and increased response rates, or automate invoices and statements while saving on mailing costs.

Convenient delivery options

To achieve maximum impact, use our scheduled delivery options to deliver your message immediately or send it off-peak. Because your message isn’t hidden in an envelope or lost in a stack of mail, it is more likely to receive attention.

Fax form

Electronic storage system for business form / templates whereby variable data such as logos are automatically merged onto forms and delivered to fax addresses with the right look, feel and format and on schedule.

Broadcast capabilities

For communicating to large audiences, fax broadcast is the most efficient tool available. Send your document to hundreds or even thousands of recipients in the time taken to send a single fax. It is great for promoting events, membership renewals and rate sheets.

Access made easy

Accessing Optus Broadcast Fax is easy and convenient via our user-friendly Web interface. Create and maintain your lists on our system or upload them prior to delivery. We’ll help improve the flow of your communications which can result in better response rates, fast turnaround times and reduce your mailing and administration costs.

Faxing is still used because it combines real-time communications with hard-copy or digital delivery.

Applications ideal for Optus Broadcast Fax

- Newsletters
- Surveys
- Marketing Broadcasts
- Confirmations
- Press Releases
- Promotions
- Reminders
- Direct Marketing
- Updates
- Purchase Orders and Quotes
- Member Communications
- Subscription Renewals
Optus Fax2Mail

Even with the mass adoption of email, many industries, such as financial, insurance and legal still rely heavily on hardcopy communication, which introduces business challenges; confidentiality, identity theft, document loss and document storage.

Optus Fax2Mail allows you to send, receive, store, forward and print time-sensitive documents from your desktop. It helps companies improve communications, simplify business processes and increase productivity. Optus Fax2Mail works on laptops and mobile devices so you have one application that works across all of your employee’s devices.

Create a document repository

With no additional hardware or client software needed, you can turn your e-mail into a document handling centre. Receiving faxes as attachments (PDF or TIFF) means you can treat otherwise paper documents like electronic files - you can view, print, forward or delete them. Additionally, you can rename the file and save it to your computer for easy document storage.

Send documents directly from your desktop

Send faxes from your desktop by attaching documents to an email message or use the “Send To” function. Documents are sent to your recipients’ fax machines, without having to print and dispose of potentially sensitive information. Plus, you will have a record of exactly when the document was sent.

Optus Fax2Mail gives you the ability to capture your faxes via your e-mail, in the form of an attachment.

Optus Transactional Fax

Optus Transactional Fax seamlessly integrates with your IT environment to enable you to deliver and manage large volumes of business critical messaging via a secure messaging network. It supports standard fax formats and file transfer mechanisms to enable you to initiate faxes from your IT systems. The faxes are then securely distributed using Optus Transactional Fax system. It can be used, for example, to send updated price sheets to your branches and franchises or other information generated from your IT systems.

How does it work?

Customers transmit information in supported native formats to the Transactional Fax system utilising HTTPS, FTP or SMTP. Data is converted to the correct fax format and delivered to the recipient address. The Transactional Fax system merges the supplied data with pre-defined electronic documents or files stored on the Transactional Fax system including logos, disclaimers or other standard company information. Data types supported are TIFF, PDF, PCL, PostScript, RTF, HTML and TXT.

Every delivery is time and date stamped and full reporting is provided for tracking auditing purposes.

Security

Optus Transactional Fax utilises dedicated policies and standards of security for all levels of the system including information that is written or printed as well as the information and communication technology processes and systems that are used to process, transmit and store this information.

Capacity, delivery speed and throughput

Even during peak load periods, Transactional Fax is scaled to ensure on-demand capacity. This is essential in helping ensure the delivery of time sensitive, business critical information.

Use convenient web-based administration tool to manage account

Clients maintain total control over administration of their accounts through a secure Web interface including user registration, coversheet / e-mail design, billing and delivery report options. Documents are automatically stored on our system for 30 days for proof of delivery and backup.

Increase efficiency when travelling

Optus Fax2Mail is a cost-effective solution that allows you to conduct business on the go, so you don’t have to return to the office to view important documents.

The benefits of using Optus Fax2Mail

- Prevent sensitive documents from being lost or exposed on a fax machine
- Log documents for easy tracking and confirmation
- Convert paper documents to electronic files
- Send documents from your desktop - eliminate the need to print, collate and fax
- Receive and print documents while you travel from laptops and PDAs

About web services

Optus Transactional Fax runs platform independent XML Web Services. These services provide comprehensive access to the Fax Programming Interface (API). Web services allow rapid connectivity and seamless integration, utilising XML and HTTPS.
Optus Voicereach

The Optus Voicereach service offers a powerful and highly efficient way to contact thousands of people with individual or broadcast communications. Optus’ Voice and Speech enabled technology empowers you to dramatically improve ROI, enhance service levels, aid response rates and increase agent productivity with a powerful platform capable of sending millions of messages each day.

Text-to-speech (TTS)

Personalise messages with individual data such as customer’s name or account numbers. The Voicereach platform converts text data from your list into speech clips that are inserted into voice messages.

Data collection

Capture response data using touch tone input to confirm appointments, survey customers and gather important feedback.

Authentication

Protect valuable and personal information with recipient authentication. You can ensure your message gets to the right contact by requesting a PIN or password before message delivery.

Compliance officer approval

Messages recorded by an employee can be automatically routed to a compliance officer or other manager for approval prior to delivery.

Features of Optus Voicereach

Optus Voicereach offers valuable features to enhance communications programs including:

Fast and Easy Message Creation

With a touch-tone interface and online tools, Optus Voicereach is quick and easy to use. Users can upload lists and .wav files online or record and send messages over the phone.

Hot Key Transfer

Allow recipients to make payments, ask questions and complete transactions by transferring to a live operator at a regular or toll-free number.

Call Control

Allows recipients to fast forward, rewind, pause, adjust volume, or opt out of a call. All call control settings can be managed through a simple Web interface and modified for each job sent.

Intuitive Answering

With answering machine detection capabilities, Optus Voicereach can deliver messages to either a person or an answering machine, or both. To maximise delivery rates, record one message for live recipients and a different message for answering machine delivery.

Well-Timed Calling Options

Reach your target audience at the right time. Send urgent messages immediately, or schedule delivery times with automatic adjustments for time zones and blackout periods.

Applications ideal for Optus Voicereach

Virtual Agent

Automates outbound calls allowing your call centre to focus on inbound calls.

Collections Accelerator

By using voice notifications to contact debtors early in the collection process, a company can increase the payment rate and be assisted in lowering their debt’s outstanding days.

Dispatch and Services Manager

By using Dispatch and Services Manager for service call confirmation, a company can increase the number of kept appointments by their field force and increase productivity.

Reminders

Reminder calls such as flight cancellations can help improve your relationship with clients.