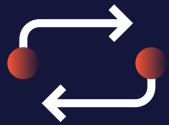


PRODUCT SHEET

Communication Hub



By connecting your core business applications and digital channels with all major communications platforms, Zentity's Communication Hub (ComHub) gives your customers the freedom to choose how they will be addressed. Set up profiles for freely defined audiences (customer segments) and Communication Hub will send the messages accordingly, whether they are triggered automatically by your core business systems, your customers or manually by your admin.

Personalise your customer communication

BOOST YOUR INNOVATION BRAND RECOGNITION

Giving your customers the choice on how they want to communicate with your organisation is an innovative step towards personalisation.

FULLY INTEGRATED AND DEPLOYED FAST

ComHub seamlessly integrates with your core business systems and your digital channels. Allowing you to use the content distribution functionalities of ComHub for any content your core systems generate smoothly.

AUTOMATE YOUR COMMUNICATION AND SAVE TIME OF YOUR EMPLOYEES

With defined events you can automate your communication flow. Messages will be sent by triggered events and your employees won't have to send them manually.

MORE RELEVANT MARKETING CAMPAIGNS

Combine your market segments with communication profiles to send your marketing messages through the most relevant and used communication platforms.

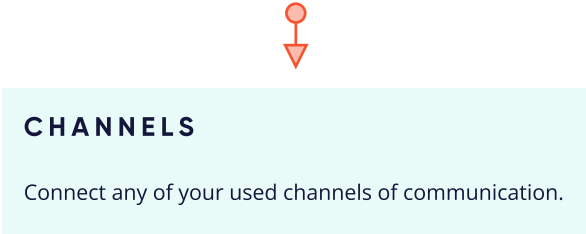
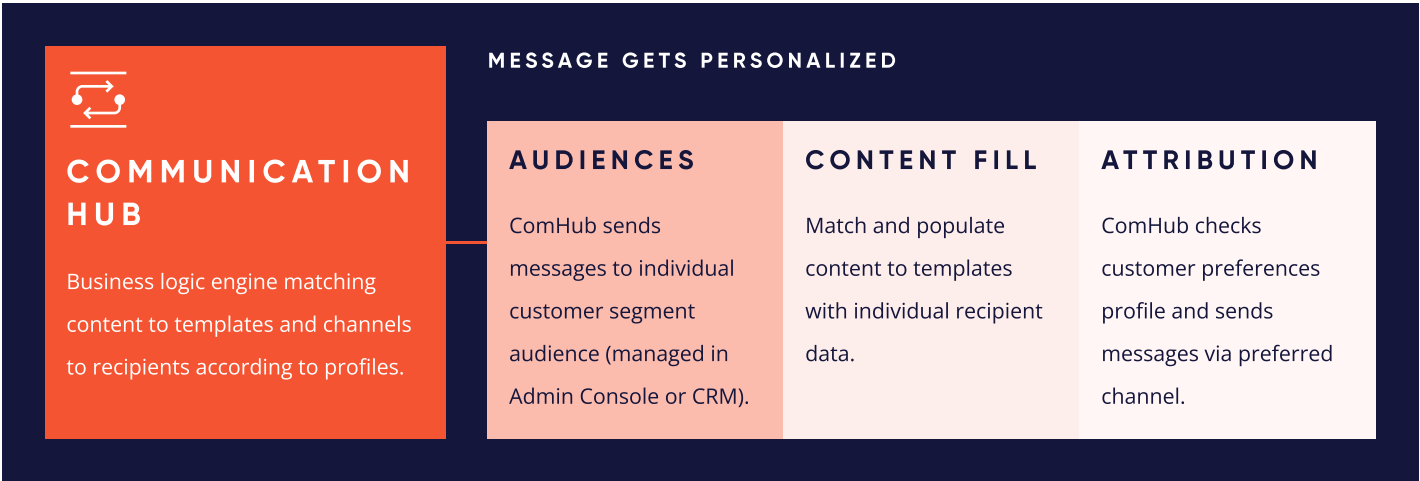
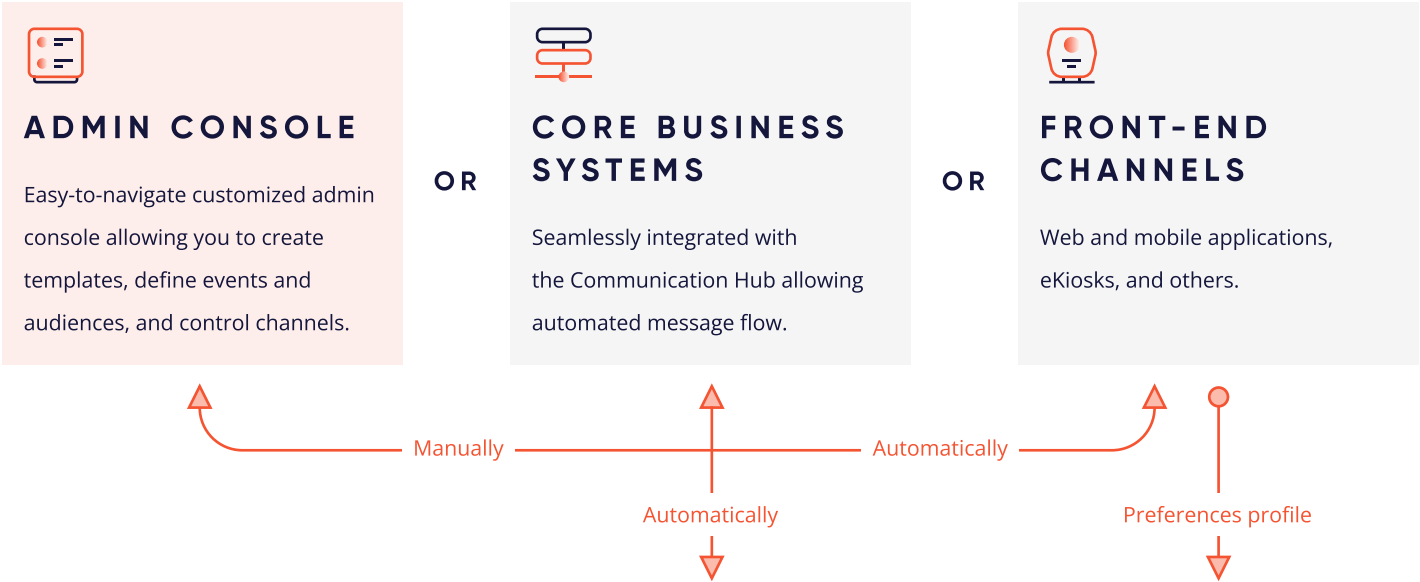
SENSITIVE INFORMATION STAY SENSITIVE

No sensitive information needs to be sent via push notifications with the "Sensitive Message" option. The user device downloads the information through our server directly from your system.



Message workflow

THE MESSAGE ORIGINATES FROM



SENDING MESSAGE VIA THE CHANNEL THE RECIPIENT PREFERS





Technical features

STANDARD FEATURES

CUSTOMIZED ADMIN CONSOLE



Easy-to-navigate customized admin console gives you full power over the communication to your customers. Create templates and audiences, define events and control your channels.

AUTOMATED MESSAGES



Prepare your most frequent messages, assign event triggers and just watch how all information is getting to your customers without manual operations, hence saving your time.

PERSONALIZED TEMPLATES



Create unlimited number of templates for most frequent messages using dynamic fields. The content is personalized based on your particular customers.

INSIGHT STATISTICS



Get the big picture of your communication efficiency with customizable dashboard using widgets. Analyze data on message or channel level to understand your customers better.

RICH MESSAGES



Need to use text formatting, send emojis or images? No problem with our richtext messages allowing you to also attach files including more information.

CUSTOM CHANNELS INTEGRATIONS



We support sending your messages via app inbox, push notifications, sms, email and WhatsApp. Are you using other channels? No problem with 3rd party channels integration.

ComHub is an adaptive solution providing you variety of the features. Many others can be customized fully at your demands. Reach out to our sales experts that can discuss individual solutions and features with you, including the ones below.

CUSTOMIZABLE FEATURES

CHATBOT



Are you interested in chatbot solutions? We have already implemented these solutions and can launch your own one to innovate your communication while saving your employees' time.

TWO-WAY COMMUNICATION



You usually want to inform your customers one way. The two-way communication enhances the customer experience significantly and we are able to enable it for various channels.

TIMEZONE OPTIMIZATION



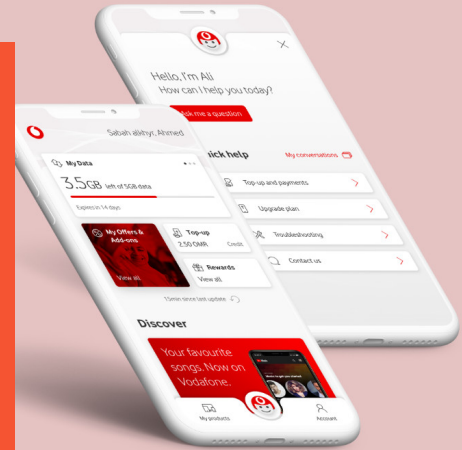
Do you have your customers across multiple time zones? Make sure that your messages are sent at appropriate times for all of your customers without needing to adjust for particular audiences.

Vodafone Oman

USE CASE

CUSTOMER'S CHOICE OF COMMUNICATION

Personalized communication is key to keep customer communication relevant. The first step towards relevance was to address customers in a personalized way, the second step was to provide customers with information relevant to their situation. In Vodafone the team wanted to go a step further and let the customer decide through which channel he wants to receive which kind of communication hence pursuing integrating the most frequent communication platforms into the standard communication with its customers.



REQUIREMENT	SOLUTION
Vodafone wanted its customers to decide how they receive information from Vodafone. Allowing their customers to define in their mobile application profile through which channel they want to receive information. The channels to be offered should be the standard communication platforms such as SMS, In-App inbox, push notifications etc. The messaging needed to be secure, according to legal requirements and fully integrated with Vodafone's core business applications for standardized automated messages.	The best solution for Vodafone was the Zentity Communication Hub. It integrates seamlessly with Vodafone's core business systems and all major communication platforms. Communication Hub holds not only customer communication profiles, specifying through which channel the information should be delivered, but can be used to manually generate rich text messages addressed to specific pre-defined audiences (customer segments). It also allows Vodafone to see the statistics of what happened with the sent messages.

Speak to one of our experts

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