

# ***iContact***

## **Your communication problem**

You'd like to send corporate communications and correspondence via email more often. Email is fast and cheap. Paper-based materials are expensive to produce and send - and expensive for the environment too<sup>1</sup>.

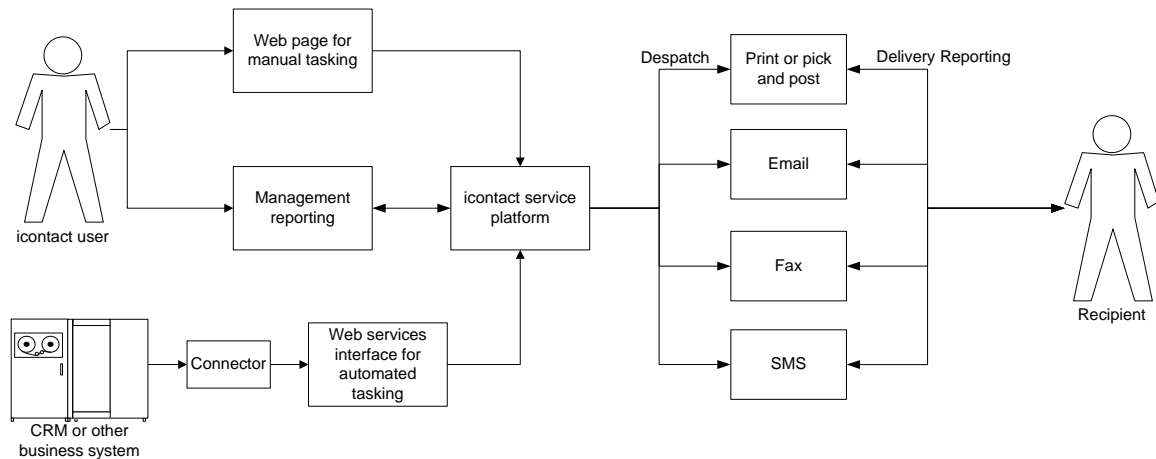
Some of your clients are happy to receive your communications via email or fax. But others may not have access to these channels or still prefer to receive material by post. You must cater for both groups. What about SMS messages?

Sometimes you need to be confident the client really did receive the item. Just how reliable is email? What business issues might arise if email delivery were to fail?

## **The *icontact* Solution**

*icontact* is a **fully hosted, automated service** that packages a corporate communication or item of correspondence and delivers it to a list of your clients via the cheapest communication channel available for that client.

*icontact* takes the communication output from business systems (including document production / management systems and MS Word) and provides the next step of **physical delivery**. It is not a replacement or substitute for your business systems. Rather, the *icontact* service packages, despatches, delivers and monitors the delivery of your outbound communications.



<sup>1</sup> The Department of Environment and Water Resources says that production of 1 tonne of paper from virgin stock results in 8 tonnes of greenhouse gas emissions.

***icontact multichannel communication delivery***  
**Information to your customers, on time, on target**

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*icontact's* **least cost routing** sends the item via email in the first instance, if the client has an email address. If not, *icontact* automatically directs the item to fax, if a fax number is available, and then to print-and-post, as the last and most expensive option. Posted materials are aggregated to get the best possible postage rates from Australia Post.

SMS may be used as a delivery channel for short messages (size limitations), or as a supplementary channel to the primary communication, such as a reminder or alert.

If delivery via electronic channels fails for any reason, *icontact* automatically re-directs the item to the next available channel, usually print-and-post. **Failover re-routing** means that you can be confident that the item was successfully delivered, within timeframes you decide.

*icontact* is an **Internet service**. You only need a PC with a contemporary web browser and an Internet connection for seamless access and use. There are no setup costs, no investment in equipment or software, and no system administration required on your part – we do it all.

## **Interested?**

We'd love to show you how easy *icontact* is to use and just how much you can save – in money, time and dead trees - by switching over.

You only pay for what you use with *icontact*.

- No access fees, setup costs or hidden extras.
- Transaction-based pricing
- Competitive rates across all communication channels.
- Volume-based discounts

Save money, please your clients and reduce your carbon footprint **now**.

Give us a call on 02 6271 0111 or email at [salesenquiry@icontact.com.au](mailto:salesenquiry@icontact.com.au).

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