

BRIGHTLINK MESSAGEVIEW

Enhance Customer Interactions and Grow Revenues with Text Messaging

In an omnichannel world, every channel of communication is key to customer engagement. Reduce voicemails and eliminate missed calls for your business by text-enabling your numbers with Brightlink's innovative cloud messaging application.

Why Brightlink MessageView?

Brightlink MessageView, our comprehensive cloud messaging solution, allows you to enhance customer interactions and increase revenues by ensuring that no text message is missed. For many people today, especially millennials, text is a native form of communication. However, it's often difficult for consumers and end users to distinguish what numbers are enabled for text. As a result, messages sent to landline or business numbers are often lost. With MessageView, you now can turn that missed interaction into a potential opportunity.

How is Brightlink MessageView Implemented?

Brightlink MessageView implementation is simple and fast. Just sign into your portal from any browser on your desktop or download the application to your iOS or Android phone, and start sending or receiving SMS and MMS messages on your toll-free or local business number.

Brightlink MessageView Capabilities



Text-Enable Current Numbers

Use your existing phone numbers to contact customers via SMS and MMS messages



Set Auto-Responses

Set customized text responses for each of your numbers, automatically providing customers with important information even after business hours



Manage Your Contacts

Save customer contact information in a searchable database for future communications



Monitor Customer Messages

Oversee all texts sent between your customers and your business from one administrative account



Send Messages From Anywhere to Anywhere

Respond to messages from your mobile phone, desktop, and any other device with an internet connection



Simple and Flexible Pricing Models Available

Modernize Your Customers' Experiences with Messaging

Brightlink Messaging provides nationwide text-enablement for any U.S.-based number through user-friendly platforms and API integration.

Brightlink MessageView Business Cases



For Restaurants:

- Automatically respond to keywords with Menu Listings, Hours of Operation, and Daily Specials
- Managers can easily text shift assignments to staff
- Seamlessly interact with customers and vendors



For Law Firms:

- Confirm consultations and appointments, update contact information or save conversations to file in a client's folder
- Respond to requests for information automatically using keywords
- Allows for multiple phone numbers that can be used by multiple users within a firm
- All communications are stored for record-keeping



For Doctor's Offices:

- Quick and convenient way to provide patients with appointment reminders, prescription refill information, medical instructions, etc.
- Efficiently update contact information, schedule appointments, request payment, etc.
- Automatically provide clients with hours of operation, address/directions, or emergency after hours instructions
- All communications are stored for record-keeping

Business Texting Facts:

Texts Receive More Engagement than Any Other Communication Source

- 99% of all texts are opened by users
- 95% of all texts are read
- 45% of those texts receive a response

Texts Resolve Issues Faster Than Phone Calls

- Average response time to a text is 90 seconds
- Most text messages are read within 5 seconds of receipt

Texting is the Preferred Communication Avenue in the U.S.

- 33% of adults in America prefer to text rather than to call
- 78% of adult consumers polled wished they could text a business

Sources: Singlepoint, Forbes, Velocify, Intelligent Contacts

Don't Miss Out on Customer Texts. Contact Brightlink today.

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ABOUT BRIGHTLINK

Founded in 2009, Brightlink is a leading communications platform and technology company that delivers voice, messaging, analytics, and cloud-based solutions. Our industry-leading CPaaS platform, technology solutions, and network services are used by companies ranging from small to mid-sized businesses to the largest enterprises and communication service providers around the globe.

We power more than 30 billion communication interactions each year with industry-leading quality of service, 24x7 support, and a next-generation IP network that has the highest levels of performance, reliability, scalability, and security.