BRIGHTLINK MESSAGEVIEW

Better Engage Customers with Business Texting

As the world becomes increasingly mobile, your business should too. Leverage the power of mobile messaging by including SMS and MMS in your marketing and customer service efforts.

Why Brightlink MessageView?

Brightlink MessageView is a comprehensive cloud messaging solution that lets you send and receive SMS and MMS messages from your business numbers, including traditional landlines. By using existing business phone numbers to connect with customers, you can open up new communication avenues and reinforce your brand, as well as connect with customers in the way they want to be reached.

Through robust messaging capabilities and easy-to-use features, you can also take advantage of the benefits of cloud-based applications to connect with your customers instantly. And with the ability to send automatic text responses, your business never has to miss an interaction.

How is Brightlink MessageView Implemented?

Brightlink MessageView implementation is simple and fast. You can use an existing number or procure your numbers from Brightlink. Then, just sign into your portal from any browser on your desktop or download the application to your iOS or Android phone, and start sending and receiving SMS and MMS messages on your toll-free or local business number.

Brightlink MessageView Capabilities

Text-Enable Current Numbers
Use your existing business phone numbers to contact customers via SMS and MMS messages

Set Auto-Responses
Automatically respond to customers with customized text responses no matter when they reach out

Engage Customers
Text promotions and track responses and ROI

Monitor Messages
Oversee all texts sent and received by your business from one account

Resolve Customer Issues
Search text archives with a 360 degree view of customer interactions

Manage Contacts
Save customer contact information in a searchable database

Support Global Messaging
Seamlessly text across multiple languages, including double byte

Ensure Compliance
Send text messages that adhere to CTIA guidelines

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 Use Cases

Multiple Number Assignments

- Support center managers can assign multiple text-enabled phone numbers to multiple users across different shifts to ensure that there are no gaps in coverage.
- Businesses can text marketing campaigns across multiple regions and track performance by assigning different local numbers for each region.

Message Blasts

- Businesses can text a poll to customers en masse and then set up an auto-response for customers who reply.
- Businesses can set up text distribution lists to send targeted messages to specific groups.

Message Archiving

- Professional services firms can search text message archives for compliance and auditing.
- Customer service teams can access text history to reference and resolve customer issues.

Business Texting Facts:

Texts are More Engaging

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

Texts Resolve Issues Faster Than Phone Calls

- Texting is 10 times faster than calling
- Average text response time is 90 seconds or less
- Text messages are read in under 5 seconds, on average

Texting is Preferred in the United States

- 90% of consumers want to use texting to reach businesses
- Texting is the most prevalent form of communication for people under 50
- 50-65% of people engaging with Contact Centers prefer texts over calls

Sources: "Best Practices & Trends in Contact Centers," Forbes, Intelligent Contacts, Singlepoint, smscomparison.com, textrequest.com, Velocify

Better Engage Customers with Business Texting. 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 35 billion communication interactions each year with industry-leading quality of service, 24×7 support, and a next-generation IP network that has the highest levels of performance, reliability, scalability, and security.