

# MOBILE ENGAGEMENT SUITE OF SERVICES

Look inside for information about  
Mobile Websites | Text Messaging | Audio | Apps | Custom Engineering

Bundled together or used independently, our platforms allow employees and managers to stay up to date with new company policies, communicate with large, separate groups at the same time and work remotely, wherever they happen to be.



## MOBILE WEBSITES

Store, Publish, Update and Manage Content in Seconds

More than 50 percent of web visitors will access your site from a mobile device. If your site is not designed for a mobile experience, they won't stay long. Our platform does away with that hindrance with an easy-to-build-and-administer interface, giving your audience a site that is easy to navigate. Store text, videos, audio, PDFs, images, and any type of digital content

### BENEFITS



Content storage



24/7 content control  
and accessibility



No app download required.  
Site accessed through a link –  
emailed or texted – on any  
smartphone



Mobile site runs in  
parallel with your main  
website – even works  
with an LMS



Password-protect sections  
of the mobile site, or  
the whole thing



Offer optimal view on  
smartphones and tablets;  
also accessible on  
desktop computers



## TEXT MESSAGING

Reach 99% of Your Audience Instantly

Texting is easy and immediate. Reach your employees, colleagues, recruits, customers and anyone else. Segment your audience limitlessly. Send immediately or schedule messages in advance, including “if/then” sequencing.

- 1 Establish account and set personalized KEYWORD.
- 2 Update and manage CONTACT LISTS or integrate an existing database to sync lists.
- 3 Employees OPT IN to receive text message using their phones.
- 4 Create, modify, schedule and send text messages.
- 5 Monitor audience usage through REAL-TIME ANALYTICS dashboard and optimize as needed.

### USE CASES

- Reach employees with meeting reminders and sales updates
- Deliver links to a mobile web page with additional content
- Engage in group-SMS dialogue with employees

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## AUDIO

Record, Upload and Modify Audio Content

Send personalized audio updates to all employees without herding everyone into a conference room. Messages are available immediately and can be scheduled to be delivered to a group of any size or sent immediately. The message plays as soon as the call is answered.

### USE CASES

- Send encouragement from a director to the sales team
- Update staff about product or price changes, announce promotions or benefits
- Train new employees on procedure
- Remind staff about scheduled meetings and other important events



## APPS & CUSTOM ENGINEERING

Access Content While Offline

Apps don't require users to be connected to the internet, making them a great alternative to frequent flyers and travelling sales team. You name it and we can build it. Our in-house engineers are experts in building easy-to-use mobile services. We can easily create seamless interactions for you.

### BENEFITS



Update content 24/7



Push notifications



GPS integration



Gamify experience

## INDUSTRIES WE SERVE

Train by Cell has worked with more than 500 companies and organizations over the last six years, helping many different departments meet their engagement and communication needs. Here are a just a few of them:

**HR** — Maintain company policies, update employees on changes and keep track of various employee forms. Disseminate handbooks, benefits guides, performance reviews, recruiting material and onboarding documents.

**Customer Service** — Send customers product or service information via text message linking to mobile content.

**Training and Onboarding** — Streamline the onboarding process. Deliver bite-sized content to employees and analyze real-time reports about employee interactions. Keep trainees engaged in class with real-time polls and quizzes. Send texts with links to mobile content afterward to keep ideas fresh.

**Compliance** — Implement personnel policies and procedures and ensure that employees are compliant with all laws, regulations and company policies. Enable employees to complete required training and testing on their phones—the device of their choosing.

**Marketing** — Grow strategy and reach clients and leads via text messages that direct them to microsites.

**Sales** — Give remote sales teams access to an infinitesimal amount of collateral and get them up to speed quickly on new products or services.