

*The official monthly business newsletter of New Media Services Pty. Ltd. It serves to give up-to-date information on the products and services under the NMS brand, as well as news involving the Web and Mobile industries.*

# The NMS NEWSLETTER

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#2

OCTOBER  
2017

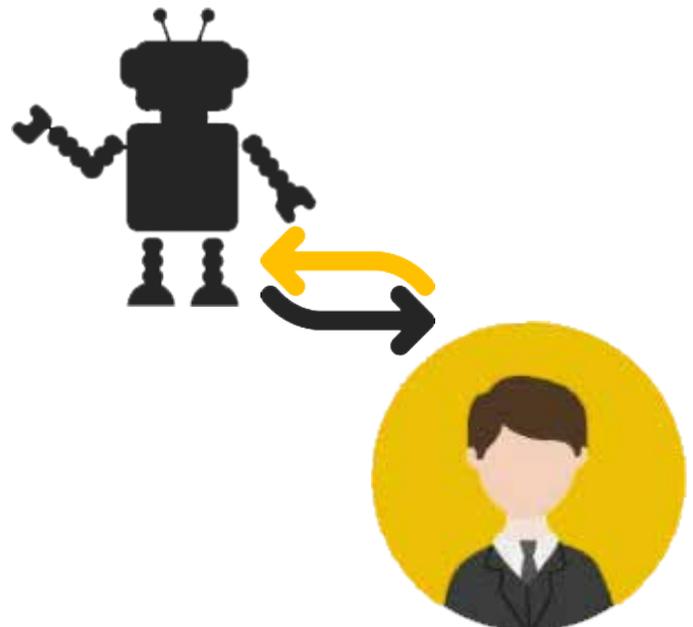
## PROGRAMS VS. PEOPLE

Having a software application that runs automated scripts is a great time saver in terms of running a business online. These bots, which are commonly ignored by many users or customers, are dismissed as just another irritant to deal with while online; joining the laundry list of useless things to worry about like pop-ups, promos, spam, etc.

### Programs with Purpose

Why bother with all these bots and the easy to ignore things they do? Well for one, the main reason we ignore the things they do is because they are menial and repetitive tasks. Things that would drive people mad due to the sheer monotony, but really good fodder for the bots created to handle them with exacting efficiency.

Scanning programs, auto mailers, diagnostic tools, pre-programmed campaigns and chat bots; all of these plus many more currently populate the internet creating order out the googleplex of data and processes needed to keep the global computer network afloat – and interesting.



*In 2015 alone, over 1.4 billion people around the world had chatbot interactions. According to reports from eMarketer, this 1.4 billion people is a clear sign that chatbots are doing what they were intended to do – engaging with users/customers for their parent brand.*

## Recommendations that US Internet Users Would Like to Receive from Chatbots, Nov 2016

% of respondents



Note: ages 18+

Source: DigitasLBI conducted by The Harris Poll as cited in press release, Dec 12, 2016

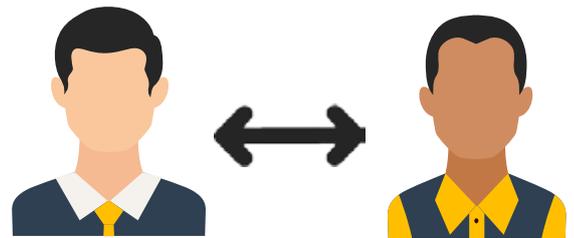
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www.eMarketer.com

*In a study from November 2016 by DigitalLBI and The Harris Poll, chatbots are actually recommended by US Internet Users as a form of assistance/interaction which in turn can become important purchase influencers for customers.*

## People and Perception

Users and Customers constantly push for change. Yes the motivating factor is often monetary in nature but the driving force will always be people. People deserve people, or as the goal currently is - an incredible simulation of a person. That's why simple scripts become complex programs, how better system software and smarter application software work hand-in-hand to enhance user experience; this is why we search for ways to create human-like artificial intelligence.



We're not yet there though; programs as they are now are not as sophisticated as we'd want them to be. So going fully automated in every aspect is light years away - and that's a good thing. In our opinion there will always be the need for the human touch. In services, products and day-to-day interactions bots/programs.

Perception and judgment separate us from the bots and programs we create. We process information as a whole not through keywords, queues and/or pre-set factors. That's why chat bots give way to chat operators, voice recognition bows to human comprehension, scanning loses to perceiving and program parameters are defeated by judgment.

## Programs + People = Perfection

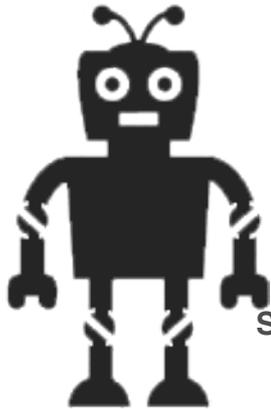
There's quite a lot programs can do that people can't, just as there are things people can do that bots can never do. The combination of people and programs in business will always boil down to solving two major flaws - Program Limitations and Human Error.

Bots are great at doing many things but only things that can be foreseen and programmed. People on the other hand, have a wide capacity that is driven by perception and judgment that is often prone to veering away from a fix set of rules.

Image moderation programs for example have basic text recognition and can block in-image links or ads. They are good at what they do but as actual moderators can attest, they also block images of people with letters on their clothes. To solve this, programs and people work together in an effort to decrease workload, minimize errors and move closer to a perfect campaign or service



### CHAT BOTS



**EFFICIENT**  
Capable of handling messages on demand

**SIMPLE AND QUANTITATIVE**  
Messages handled can be repetitive or in bulk and basic queries can easily be answered



#### ADHERENCE TO RULES

Parameters are set and controlled thereby following rules and guidelines of interactions while eliminating human error



#### AFFORDABLE BUT LIMITED

Bots are cheap as compared to Live Chatters and can be left to run 24/7 with virtually zero or minimal management but is held back in terms of overall capability



#### PRACTICAL AND BEST FOR LOW-LEVEL

Bots can be used to reduce the influx of messages by handling basic/repetitive queries and tasks which would burn-out a Live Chat Operator



### LIVE OPERATORS



**EFFICIENT**  
Handles messages with the full range of interactions

**ADVANCED AND QUALITATIVE**  
Messages handled are well beyond the capabilities of pre-programmed replies/keywords and the overall quality is superior

#### FLEXIBILITY AND JUDGEMENT

Make command decisions and assessments that would stop or hinder bots from being effective

#### SUPERIOR BUT COSTLY

Live Chatters have the advantage of comprehension; and though it's true that operations can run 24/7 through multiple shifts, it comes at a higher cost.

#### PRACTICAL AND BEST FOR ADVANCED-LEVEL

Live operators thrive in making decisions and handling chats using analytical skills rather than pre-programmed parameters

# PRODUCT/SERVICE SHOWCASE:



**Text Messaging** is the most preferred channel for communication due to its sheer simplicity, convenience and unparalleled reach. For businesses, it helps deliver more immediate answers to queries from clients, partners and customers. From a marketing perspective, it effectively reaches potential clients and can push for higher sales with a higher likelihood of new customer acquisition plus retention.

## INTRODUCING SMS Go: **A TEXT MESSAGING APP FOR BUSINESSES FOCUSED ON ENHANCING BRAND RECOGNITION, DELIVERING CUSTOMER SUPPORT AND CONVERSION**

SMS Go is a communications software designed for businesses looking to boost efficiency through cost-effective customer support and marketing channels.

**What makes SMS Go highly adaptable** to different sizes of businesses is how it effectively highlights the three main aspects defining what it means to deliver reliability and consistent end-user satisfaction: *Accessibility, Enhanced Interaction, and Flexibility*:



**Accessibility** — SMS Go will provide businesses with a virtual number that allows them to contact their end-users and vice-versa. And with SMSGo being a multiplatform service, this can make a business manageable via desktop and through a smartphone, thus lessening the time it takes for support agents to entertain customer queries which directly shortens customer wait time.



**Enhanced Interaction** — All client messages are arranged in a message thread format making the tracking of conversation history easy. Resolved issues or answered queries can also be organized based on issue or status. Rotating customer support representatives will have no problems tracking customer concerns regardless of how many interactions are being handled. This ensures the interaction is streamlined, organized and easy to manage.



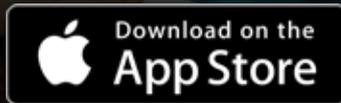
**Flexibility**— The SMS Go app can be downloaded and installed in iOS or Android devices to be used by the business while customers will not require any downloads; Any customer with a SMS capable device can contact Virtual Number indicated and integrated into SMS Go. This makes handling inquiries, issues and support follow-ups convenient.

## GET SMS Go

Have a SMS-based campaign or contact center that would benefit from enhanced or expanded coverage via SMS? **GET IN TOUCH WITH US VIA OUR WEBSITE** and a sales representative will assist you in pricing and setup.

You may also request for a demo with logins!

Once logins are provided, visit the **SMS Go WEBSITE** and download the app available on iOS and Android devices.



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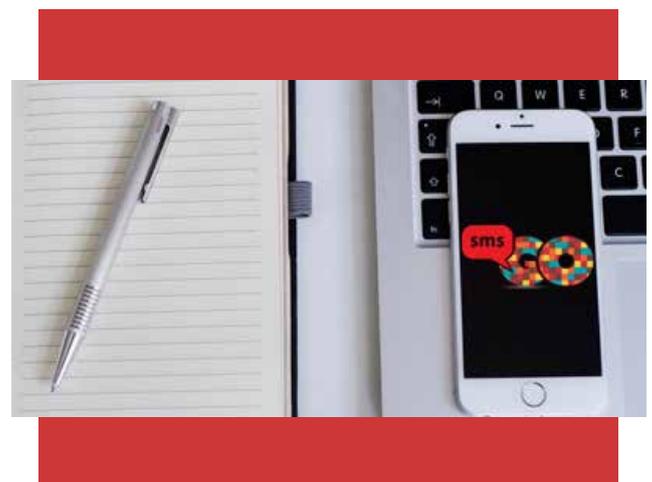
## WHY SMS Go?

**SMS Go IS THE BEST TOOL FOR CUSTOMER INTERACTIONS VIA SMS, EITHER FOR SALES OR SUPPORT.**

With an easy to navigate and quick to use system available via app or via the browser, handle inquiries with ease, view the message history of interactions, check for service subscribers and generate reports based on the data you want to view.

Don't have the manpower to run your own text support on SMS Go? We have a large pool of operators/representatives skilled in customer interactions.

To learn more about how SMS Go can help you deliver the most immediate and professional customer assistance while boosting your brand's identity, visit **SMS Go's OFFICIAL FACEBOOK PAGE** or visit the **SMS Go WEBSITE**.



# IN AND AROUND THE NMS SPHERE



## THE PROS AND CONS OF OUTSOURCING

*"Weighing up the pros and cons of outsourcing services is crucial before deciding whether this approach is the right*

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## CONTENT: THE UNBEATABLE & VERSATILE PACEMAKER OF DIGITAL

*"The importance of content writing services has significantly increased, particularly since around 70% of customers now prefer articles over ads when it comes to finding out more about brands and products."*

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## BUSINESS SMS MESSAGING: UNLOCKING ITS MARKETING AND SALES POTENTIAL

*"Since the beginning of 2017, it was discovered that around 5 million mobile phone users will respond to a business text message; By the end of 2016, the number of consumers who choose to opt-in to receive business SMS rose to 2 million and is set to rise to 48.7 million by 2020..."*

[Read More...](#) 



## SMS TO CUSTOMER SERVICE INTEGRATION: ARE YOU DOING IT RIGHT?

*"Instead of waiting for customers to initiate contact, try using your SMS-enabled customer service software to make them aware of your products or services."*

[Read More...](#) 

# OUR SERVICES

## 01 LIVE CHAT SERVICES

24/7 live chat operators handling all your mobile and web messaging needs Powered by Live Operator Online Platform (LOOP)

## 05 SEO AND CONTENT SERVICES

Increase your website visibility and ranking with SEO and Content Services that aims to maximize the visibility of your brand, product/services on the World Wide Web.

## 02 CUSTOMER SUPPORT SERVICES

Support services aimed at helping out end-users in a sincere and professional manner. A flexible suite of Voice, Ticketing and Customer Management Support Services.

## 06 IT SYSTEM ADMINISTRATIVE TOOLS

Ready-to-integrate and Customizable platforms to perform simple to complex functions for your service needs.

## 03 WEB DESIGN AND APP DEVELOPMENT

Get visually fluid and functional designs, reliable and stable systems to fit your business requirements.

## 07 SMS GO

SMS Chat Solution for optimum management of your business's customer support service.

## 04 CONTENT MODERATION SERVICES

NMS Moderation Management Services employ Live Operators to review user-generated content, comments, data, submissions, Advertisements, and other types of web content.

## 08 SOCIAL MEDIA SERVICES

Social Media Services provides custom built social media strategies and campaigns to help you raise brand awareness, improve perception and increase market share to drive traffic and sales.

NMS also handles tailor-made services based on your operations or manpower requirements. Have a campaign or project not covered by our list of services? Contact us and we'll be more than happy to make an assessment!

### Contact Us

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### Our Company

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### Follow Us

