The
NMS
N E W S L E T T E R

INSTANT MESSAGING AND THE NEED TO STAY CONNECTED

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.

A convenient, entertaining and easy way to communicate, Instant Messaging (IM) was a favorite of mostly early teens to young adults between the 2000-2004 years. Although not perfect in the early years, IM still almost surpassed text messaging as the best mode of written/typed communication at the time. Currently a more streamlined and feature-rich system, IM is used for more than just casual conversations. In fact, it is one of the more common modes of communication for people of a wider age-range.

Dating back even further than the 90's, instant messaging actually predates the internet. It's surprising to find out that the great grandfather of IM started around the mid-60's for multi-user operating systems. Sure this system is a far shot from today's emoji-filled and world-wide IM, but the basic principle of communications through interconnected users is still the main endpoint.

Staying Connected

As social beings, we have that innate need for interaction. This drives many of us to seek out others. As technologies have made interactions convenient, this social need to be connected has taken on a unique form. Through IM and the added innovations and novelties that have been bundled within, it isn't difficult to see how much more connected everyone is at any given point.

Businesses are essentially social organizations, built upon the need for interactions to further business growth, find consumers/clients and to further the goal for supply and demand. This is proven by the abundance of various social media campaigns, advertising and marketing efforts in all industries. All of which is there to gain a connection with target audience.

This very need to be connected creates lmultiple opportunities to test the limits of how IM can be used. Not to mention, creating innovations to make IM more interactive and convenient.

Instant Messaging as a Tool

IM as it is today, provides a platform that can be both for individual interactions and also for mass coverage. Interactions from person-to-person, person-to-business, business-to-customer, business-to-business, etc.; all of which serve the planned purpose of communication.

Beyond the casual conversations between friends, IM has been effectively utilized as a way to enhance consumer experience and/or generate revenue.
To name a few:

- **Customer Service**
- **Engagement**
- **Conversion**
- **Retention**
- **Notifications**
- **Advertising/Marketing**
- **Entertainment**
- **Sales**
- **Surveys/Polls**

Many more practical applications for IM can be set depending on the aim of a business or the nature of the desired interaction.

Why IM?

Having the big 4 of communications namely Text Messaging, Email, Voice and Instant Messaging, why choose IM?

Text messaging is just as convenient especially in this age where phones are more readily available for use. The downside? Text Messaging has limits and is not as feature-rich. Email is still viable and most businesses still use it, but a lot of email filtering systems can affect its success rate. Voice is the most direct yet quite often, quite a frustrating experience.

And IM? It lies somewhere among these other communication options.

But IM leads the pack. It's the best of "all worlds". It's like text messaging but quicker and with more options that enhance the experience; like email that can include content that would otherwise be unseen via text messaging or discarded by spam filters and it's as convenient as voice calls but with the added benefit of having a text-based record of conversations which a person can review at any time.

IM takes the best of the options available and molds it into a communication method that is inherently unique.

Scalable Outsourcing

How Flexibility is an Important Factor in Outsourcing

Scalable outsourcing is a fast growing preference for a lot of businesses. Not only in the sense of growth but also in situations that require downsizing. Most clients would prefer outsourcing services that are flexible; adjusting to the demands of the business. Given that conditions can change at any moment, whether from a shift of business processes or an additional business scope to be covered.

Businesses expand and sometimes they downscale. It is understood that these businesses should have the capacity to adapt to these changes by taking a flexible and scalable approach not just to their extended operations but also to their core business. Thus, it is important that your outsourcing partner is capable of matching and adapting to these changes to match the demand.

This flexibility enables businesses to respond to the changing priorities and requirements. Here are some reasons why it is essential to your business outsourcing:

1. Adjusts to Your Business' Targets

Your outsourcing partner should be able to adapt to the unique characteristics of your business while employing your company's best practices to drive for better results. Your outsourced team should be able to operate in a way that effectively adapts to any changes to your business operations. With these changes, the outsourcing partner or at least their managers should be able to identify and analyze the right approach that will work best for your campaigns. Coordination with all levels of management including members of your company as well as your partners.

Another option could be to develop a simplified process for appointments and meetings. If time is a constant issue that affects availability, creating email reports can work in most occasions. Either way, the strategies used need to be customized to achieve measurable results. Ultimately, your outsourcing team should be able to determine the best methods to achieve the desired results based on mutually clear goals.

2. Easily Adapt to Changes in Internal Operations and Advancements

Once your internal process is established, it will be easier to determine what works and what does not. Outsourcing partners with extensive experience working with diverse CRM systems means they will most likely be able to work with your current systems and effortlessly integrate with your team's established process. Having an outsourcing partner with above average experience guarantees that upgrades of platforms and procedures will only require minimal training. A flexible outsourcing partner that adapts to business goals will ensure that your preferred processes and systems will enhance operations instead of slowing it down.

It is also essential for your company to be open to suggestions and finding of your partners. This openness provides vital data to continuously improve your business processes. A truly valuable outsourcing partnership is symbiotic. Working together with open communication and collaboration, will make you achieve the best results possible.

3. Smooth Shift of Focus on Adjustments and Recommendations

At times, the goals of a company shift due to new programs, protocols or business direction that needs to be supported in order to succeed. And though it has been said that your outsourcing providers, together with your company, should be flexible and capable of adapting to these changes, this also requires a fair bit of planning. Your outsourced workforce should be trained to make necessary adjustments in order to remain successful. But creating situational protocols can also help in factoring-in changes. Integrate parameters to be followed depending on what is called-for. Adjusted communication channels, increased or decreased reporting procedures and fail safes for existing technical solutions being used by your company.

Furthermore, the best outsourcing services will consistently take a proactive approach to ensure the program's success and will refine program related activities to maximize revenue. With continual campaign data analysis, your team will be able to make informed suggestions in order to adapt to market changes and improve your results. In cases where the changes involve making adjustments to your own teams or recommendations for shifting campaign strategy, based on analyzed data relevant to your end users, your outsourcing provider should take a proactive approach to ensure continuous improvements and smooth business process.

While it could it be challenging for your outsourcing services to be adaptable in the midst of the changing business environment, partnering with outsourcing provider which is committed to a flexible and scalable approach can surely help your company achieve your

In and Around
the NMS Sphere

The Power of Mobile:

Why Your Customer Service Needs SMS

"SMS customer service isn't just for big brands, it can actually be more beneficial for smaller businesses. Sending updates about your products or your customers' orders directly to their mobile phones can be convenient to both..."

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Post Holiday Content:

The Aftermath

"A business must always be on the lookout for things that can harm their brand and their customers. Removing content that might be bad for the brand or regrettable for the customer. A courtesy email informing a user can also explain further why content has been taken down."

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IN RETROSPECT:

Generating Leads for Your Business

"Not everyone has access to the internet or are reached by your location-specific print ads but over 4.7 billion people in the world are mobile phone users and are capable of text messaging. SMS allows you to effectively reach a wider audience for your marketing campaign."

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NMS and the AW-Asia Conference

"Affiliate World Asia was truly a great way for NMS to wrap up 2017 and prepare for the upcoming year. This means that as a company, we are more than equipped to promote our cost-effective solutions on a global scale and anticipate a bigger edge for our business."

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OUR SERVICES

LIVE CHAT SERVICES

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

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.

WEB DESIGN AND DEVELOPMENT

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

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.

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.

IT SYSTEMS AND ADMINISTRATIVE TOOLS

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

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

SMS GO

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

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!

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