

## CONTACT US

Find out more information on how CircPort Mobile can become a key part of your customer-service strategy.

Integrated to your circulation database, CircPort Mobile can be deployed as an alternative point-of-communication with your customer-service team.

CircPort Mobile can be independent of your inbound IVR or web customer services.

Contact us today to find out just how easy it is to have a mobile customer-service strategy.

## TURNKEY SOLUTIONS

CircPort Mobile is branded to your Newspaper and provided as a turnkey solution. CircPort Mobile can be deployed regardless of your current inbound IVR or Web Services solution.

Our app will help establish your newspaper as a technology leader while enabling proactive communications with your “on-the-go” subscribers - in a way more and more of your customers prefer.

- About 140,000 million people own smartphones
- 50% of all Web traffic will come from mobile devices by 2013
- 50% of smartphone users would prefer to use a mobile customer service app to try to resolve their customer service issue before calling into a contact center (Source: Echo Research)

Provide your customers with access to your customer service when they want it.

## Introducing CircPort Mobile™

**C**ircPort Mobile™ provides circulation services to subscribers to access and manage their accounts online, via a mobile device and through an app available across



all mobile platforms, including Android™, iPhone™ and Windows®Phone. CircPort Mobile™ gives your customers the ability to report customer-service issues and manage other circulation issues, including new subscription starts, delivery problem reporting, account status, vacation holds, address changes and much more. In addition, CircPort Mobile™ allows newspapers to send notifications directly to subscribers, including sending payment reminders, restart confirmations, and more.

CircPort Mobile™ is directly integrated to your circulation database, reporting each transaction in real time. Giving your customers more ways to get in touch with you increases customer satisfaction and your potential for revenue. CircPort Mobile™ can be easily added to CircPort™ and WebPort™ together offering a truly integrated customer-service strategy providing your customers with easy access to the information they need when they need it.

**The circulation functions that CircPort Mobile™ provides include:**

### *INBOUND MESSAGING*

- New subscription service
- Delivery problem reporting
- Account status
- Vacation holds
- Credit card payment, one time or auto-pay
- Address changes

### *OUTBOUND NOTIFICATIONS*

- Payment due notifications
- Credit card expiration notifications
- Redelivery confirmation notifications
- Restart confirmation notifications