

## Upping the Business Messaging Game

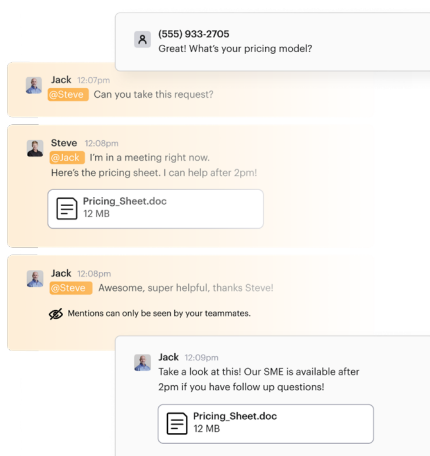
# Shared Inboxes

### Market Challenge

While some SMBs have adopted business messaging, they still face new challenges that one-to-one texting fails to resolve. Oftentimes, customers want to send a text message to phone numbers published on existing marketing collateral or those associated with dedicated teams, such as customer service or sales. Businesses also need the ability to proactively reach out to consumers via text, and do so as the business entity, not an individual employee. Business Messaging has delivered powerful text messaging functionality to business users, including both SMS and MMS capabilities across mobile and desktop applications.

### Solution

Shared Inboxes extends the utility of text messaging to business teams. By allowing multiple users to send and receive messages using a single company phone number. They can privately collaborate amongst colleagues to assess customer needs and ensure the right response— all within a seamless conversational thread.



Shared Inboxes delivers on two key requirements that have historically prevented businesses from adopting this essential form of communication.

### A Single, Unified Business Persona

Siloed conversations can fracture a business' voice. With Shared Inboxes, businesses can engage directly with customers from a single business persona, and customers can connect to the business through a single business number. Externally, customers experience one point of contact and one voice—while behind the scenes, teams work together to efficiently and effectively meet customer needs.

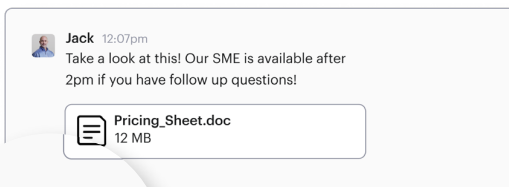
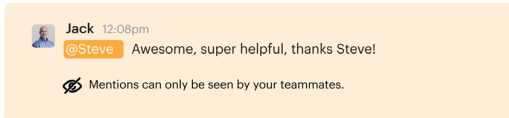
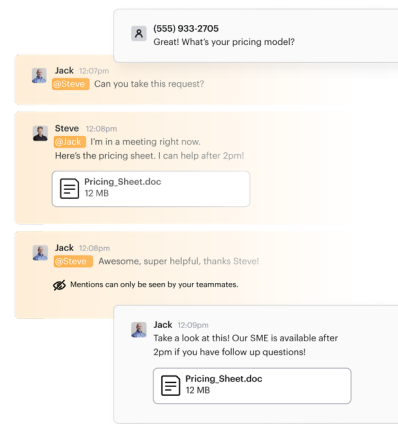
### One-to-Many, Enhanced with Rich Collaboration

Beyond allowing multiple users to communicate via a single number, Shared Inboxes employs unique collaboration functionality to harness the power of teams in a new way. Colleagues can collaborate privately, in real-time, to review messages, coordinate answers, and respond to customers. With rich features like the ability to assign a priority to the conversation and monitor which colleagues are participating—who is viewing and typing—employees can manage ongoing communication efficiently.

Plus, all of this happens transparently to the customer. No longer do businesses need to rely on additional tools to facilitate internal discussion around customer communication or worry about a single user as a point of failure.

## Internal Messages

Internal Messages allow your team to communicate privately and “mention” one another—all within a Shared Inbox thread with your customers. No more toggling between internal and external messaging tools when all the information you need is now in one view.



## Presence

See when another internal user is viewing or responding to a shared thread.

### Viewing Presence

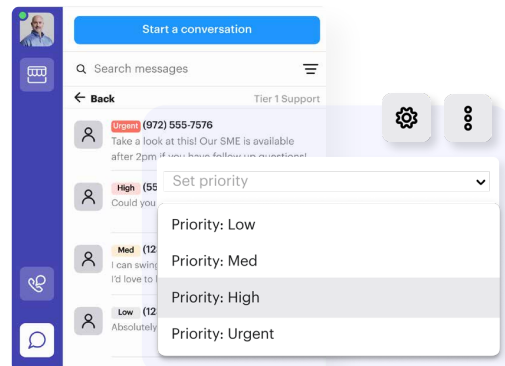
Identify when an internal user has opened a thread and is actively looking at it.

### Typing Presence

Identify when an internal user begins typing a message in the chat bar

## Prioritize Threads

Every conversation with a customer is important. Set a status on a shared thread to better delineate urgency and color code your way to streamlined success.



## Availability

Contact Cytracom for more information: Text 877.411.2987 or Email: [info@cytracom.com](mailto:info@cytracom.com).

## About Cytracom

Cytracom is Connecting the Modern Workforce by empowering small and medium-sized businesses (SMBs) with powerful yet intuitive cloud-based communication solutions. Cytracom is exclusively available through its extensive network of managed service providers (MSPs) across the United States. The partner program offers tools and solutions that enable MSPs to efficiently deploy and manage the full product suite for their SMB clients. This unique channel focus combined with a purpose-built and innovation-focused product line delivers an unparalleled solution in the market.