

Afilnet is the ally for your company  
for recruiting and building the loyalty of clients.

# AFILNET

## CLOUD MARKETING & COMMUNICATIONS

Success

Solution

Business Strategy

- Innovation
- Branding
- Solution
- Marketing
- Analysis
- Ideas
- Success
- Management

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● SOCIAL NETWORK

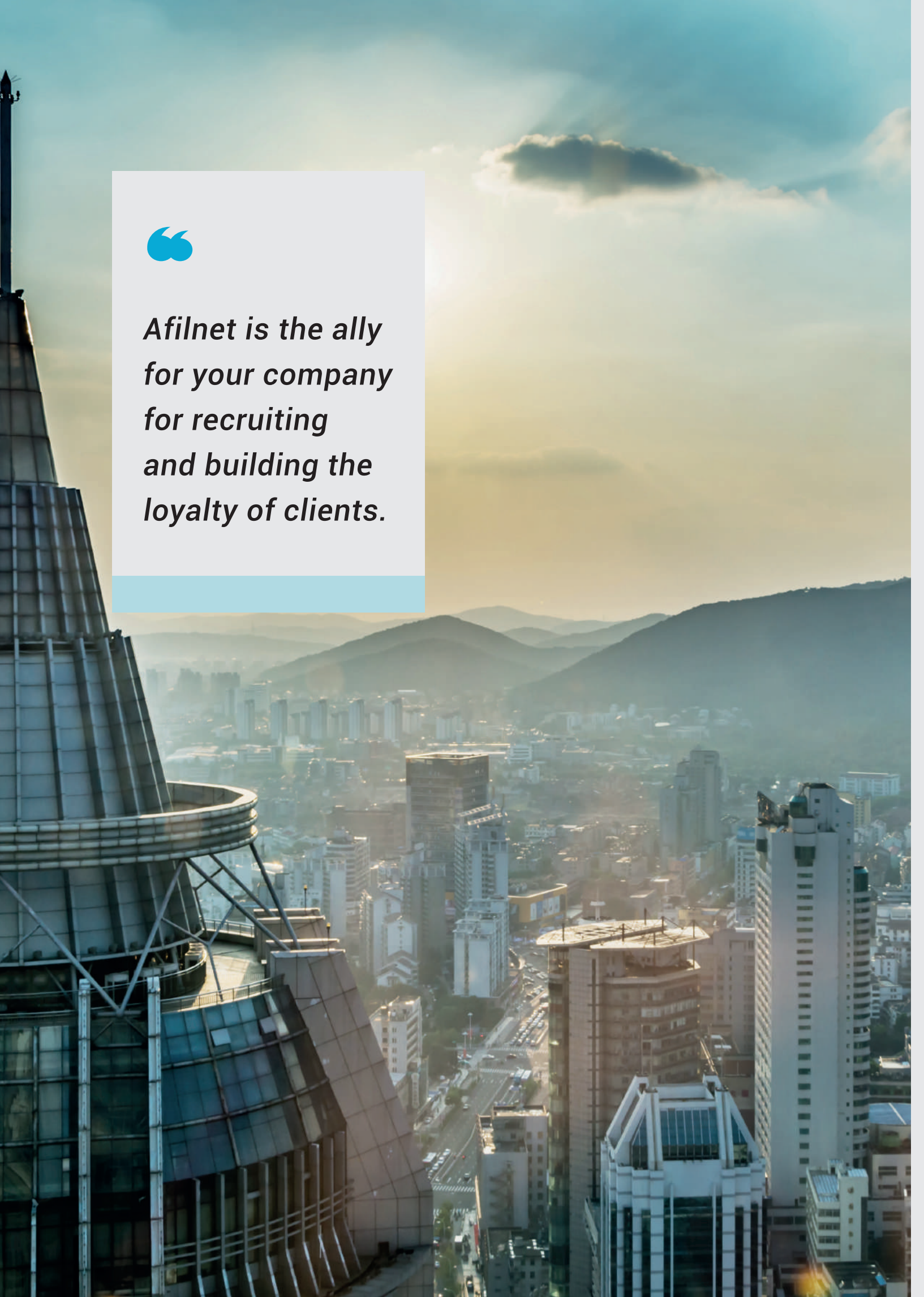


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May Jun Jul Aug Sep Oct Nov Dec



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AFILNET - CLOUD MARKETING & COMMUNICATIONS

*In Afilnet, we have the objective of helping the companies to optimize the communication with your clients by means of the automatized multi-channel marketing.*

# PRESENTATION

## We help your company to:

- ☑ Automate the processes of marketing and communication.
- ☑ Carry out a personalized communication with leads and clients.
- ☑ Improve the safety of your services.
- ☑ Reduce the time and the cost in the acquisition of new clients, improving its ROI.
- ☑ Promote your brand on different channels.

**In Afilnet, we focus everyday on optimizing three fundamental concepts to be able to obey the best service for your company:**

**Connectivity:** Telecommunications and digital marketing united in the same platform in order to offer the highest possible connectivity and extent. We unify the digital channels in one omni-channel platform.

**Automation:** The time is one of the most precious values, which is why we believe that the automation of the different processes of marketing is one of the keys in achieving the highest profitability.

**Power:** Great connections and integrations with our to bolsters your systems and means of communication.

# SERVICES



## MARKETING CAMPAIGNS:

Manage all of your marketing campaigns through a single account by making use of the most efficient digital channels.

To automate and program the campaigns in our omni-channel platform will make it possible for you to have a full extent during all of the process of sale and subsequent stages of the building of loyalty.

### Characteristics:

- Customization of messages per recipient.
  - Automation of shipments by date or on the basis of events.
  - Shipments of catalogues, documents, as well as.
  - Shipments of promotions through discount coupons and/or offers.
  - Audiovisual content.
- .....



## NOTIFICATIONS:

One of the key actions in achieving the loyalty of a client is the sending of notifications and alerts.

Updating your clients of all of the news in products or services guarantees you to create an effective channel of communication, as well as to cultivate a lasting relationship.

### Types of notifications:

- Tracking of orders.
- Customer registry.
- Reminder of appointments and/or events.
- Confirmations of appointments.
- Alerts.



## CLOUD SERVICES:

The Cloud Services add an extra functionality to the channels of communication, thus enabling the attachment of messages, services or archives saved in the cloud.

### 01 Digital Documentation

We present a "paperless" solution for sending any type of document by means of different channels. This service also allows the sending of documents and contracts through certified channels (SMS and Email), which will allow him to legally validate your shipments.

#### Characteristics:

- Reduces costs and contributes to the care of the Environment.
- Saves time of management and deliveries.
- Compatible with the sending of invoices, payrolls, and contracts.
- Allows the signing of the documentation.
- Certified SMS and Email.

### 02 Feedback:

#### Get to know your clients better

The service of quality surveys is ideal for knowing the degree of satisfaction of the clients. Now it is possible to prepare and program deliveries of surveys to your database in order to obtain relevant data about your services, and to know the opinion of your clients.

#### Characteristics:

- Digital quality surveys.
- Detailed statistics of deliveries with delivery reports.
- The possibility of having an answer from the recipient via SMS and Email.

### 03 Presentations:

#### Products and Services

This service is designed for sending diverse documents through SMS and Email, by making use of the Cloud Services. The sending of digital presentations will allow you to optimize in time and shipping costs, in addition to offering an added value to your clients

#### Characteristics:

- Reduces costs and contributes to the care of the Environment.
- Presentation of company or brand.
- Catalogues of products or services.



## **AUTHENTICATION:** WE IMPROVE THE SAFETY OF YOUR SYSTEMS

We provide security services for accounts in **Two-Factor Authentication (2FA)** and **One-Time Passwords (OTP)** through the SMS services.

● **Two - Factor Authentication (2FA):** Is based on a dual authentication or two layers of security, first in the credentials of the user, and second in the password of validation through SMS.

● **One - Time Password (OTP):** The OTP authentication allows you to validate the authenticity of the recipient by sending a SMS with a one-time code to the mobile of the user so that he or she can enter it as a validation method.

### **Characteristics:**

- Generation of OTP codes in a dynamic manner, customizable in length and format.
- Global coverage with more than 500 network operators.
- Quick and simple integration of 2FA and OTP from our API

## **01 Committed with the GDPR**

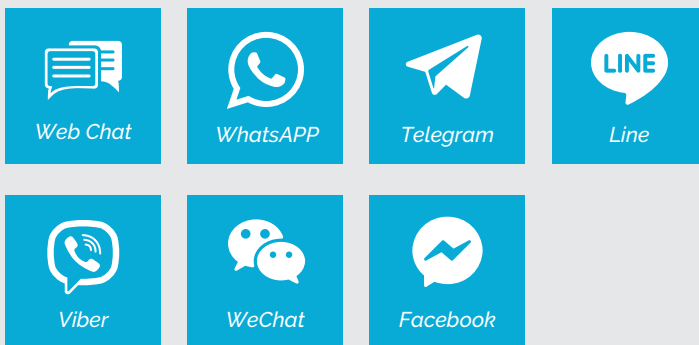
Afilnet has a tool designed for meeting the GDPR in an efficient manner, by facilitating the deactivation of your clients of the database in conformity with the current General Data Protection Regulation.

Thanks to this NoSend.me tool, we can deactivate users in a quick and simple way, and avoiding SPAM.

- Avoids SPAM in all of the deliveries.
- Manages the deactivations in a simple and efficient manner.
- Reduces costs and optimized your Databases.
- Compatible with phone numbers and Email addresses.



## Compatible with the messaging services:



## CHAT SUPPORT

We design solutions of custom instant chat messaging for web so that you can offer an added value to your clients.

We develop chat solutions for you to implement in your web so that it can bring support to your clients.

### Characteristics:

- Multi-channel:** compatible with Social Network and digital channels.
- Multi-agent:** different agent accounts of support or of divisions by departments.
- Tracking of users and tracking.
- Multi-channel:** compatible with Social Network and digital channels.
- Multi-agent:** different agent accounts of support or of divisions by departments.
- Tracking of users and tracking.
- API Connections:** Gets the IP information and the status via API URL.
- Customizable in icons, logos, and other characteristics.
- Compatible with Cloud Services.

## STAND MARKETING:

It is a tool of direct and automated marketing designed for the building of loyalty of the clients.

It consists of a hardware platform installed in the point of sale, that has a software designed to register and create a legal database on which to carry out campaigns of automated marketing in a fast and efficient manner.

Stand Marketing allows for your clients to keep up with all of the news in products and services through promotions, offers, and relevant information, by also achieving the loyalty of the client in a more affectionate and personalized manner than with other conventional methods.

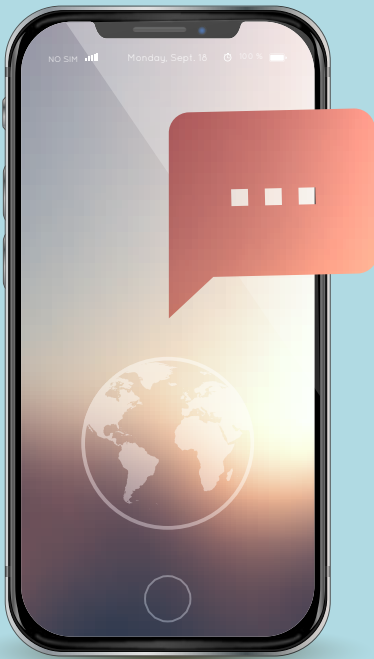
### Performance:

**Step 1-3:** Client registers on the device using mail and password

**Step 4-6:** The workflow starts with product promotions, discount bonuses and other offers that you can only access if you are registered at the Stand.

# CHANNELS

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## SMS:

The most efficient tool when making marketing campaigns and sending of notifications due to its high rate of opening and speed of delivery.

### Characteristics:

- Global coverage with direct routes for all of the countries.
- Alphanumeric senders.
- The possibility of concatenate messages.
- Compatible with Cloud Services.
- Personalized deliveries per recipient.

## EMAIL:

One of the classic channels for the sending of promotions and newsletters.

### Characteristics:

- Personalized deliveries per recipient.
- Compatible to annex Cloud Services.







## TEXT-TO-VOICE:

An ideal channel for quick notifications since it has a broad reach due to being compatible both with landlines and cell phones.

### Characteristics:

- Global coverage.
- Voice messages with no time limit.
- Personalized deliveries.
- Personalized deliveries per recipient.



## VIRTUAL NUMBERS:

Ideal to dedicate a number to commercial use or of support, or to have a number specific to a country without the need of having a physical presence in said place.

### Characteristics:

- Landlines and cell phones for more than 20 countries available.
- The possibility of sending and receiving messages.
- The possibility of automating the channels in a bidirectional manner.



## HLR LOOKUP:

Know the status of the cell phone numbers of the Database. This service is ideal to update and debug the DB, and to thus make more efficient campaigns, by improving the ratio of delivery and by decreasing unnecessary costs.

### Characteristics:

- Status of the number: activated / deactivated
- MCC/MNC - Mobile Country Code and Mobile Network Code
- IMSI - International Mobile Subscriber Identity
- Operator that owns the number.



## SOCIAL NETWORK:

Afilnet provides an efficient solution so that you can connect with your followers in Social Network, and to boost your campaigns by simplifying the actions.

On our platform, you will be able to make the publications in different Social Networks, and to program them in a way that you can automate the processes of the publications.





# CONNECTIONS



## API



*Enhance your systems of communication by connecting with our API*

We place at your disposal the methods of sending through HTTP for different languages of programming.

- JAVA / PHP / C# /
- GET / POST Connections



## INTEGRATIONS

In Afilnet we have developed a series of plugins and tools to connect and to complement with different software:

- Wordpress:** Development of the 2FA module to ensure the web safety, by offering the possibility to the user of activating the double authentication via SMS.
- Prestashop:** It allows both the administrator and the clients to track the orders, by sending notifications via SMS, Email, or Text-to-Voice.
- ERP Next:** We integrate SMS messaging services to complement ERP actions and improve communication processes.
- V-Tiger:** We integrate services of notification via SMS in the CRM software.
- Salesforce:** A module developed for one of the CRM softwares more widely used: this service allows the sending of SMS notifications through the software.
- Zapier:** The integration of the service of notifications via SMS as part of the processes of workflow that Zapier carries out.

# RESELLER

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Our program of resellers for intermediaries that have the need of providing an optimized and efficient service of omni-channel marketing to your providers, clients and/or associates. For this purpose, we provide you with a platform of automated marketing with the most advanced and optimized digital channels of communication.

## Opportunities:

- Trader prices for all of the channels (SMS, Voice, Email, Social Network)
- Assignment of unlimited clients in the account.
- Advanced panel of management of edition for resellers.
- Multiple connections with the API Afilnet to make software integrations and other applications of management.

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