



## oneaccess™

Interactive mobile information services  
Getting valuable information to customers when they are mobile



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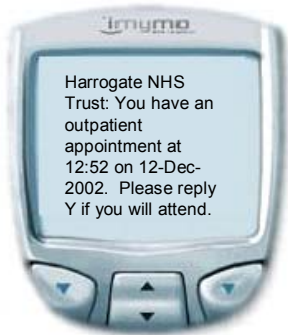


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### Providing time-critical information to mobile customers instantly

**Oneaccess** is Briteyellows' interactive mobile information service. It allows service organisations to make real-time communications with mobile customers more efficient; increase responsiveness; and eliminate unnecessary administration associated with managing information across different media.



Oneaccess integrates broadcast SMS, email, and push-web systems with a simple management interface that makes real-time communications over the mobile and wireless internet easy.

### Deliver location-based information to users on request

It allows you to manage any location based customer interaction including automatic notifications, alerts, reminders, special offers, promotions, bookings, delivery schedules, appointments, and electronic payment.

### Add "flexible profiles" to your core data for accurate permission-based communications.

Oneaccess is ideal for government, enterprise, and service providers who want to make real-time communication with

mobile customers more accurate. By adding "flexible profiles" to your core data you can achieve higher levels of customer loyalty, satisfaction and retention by providing valuable information with permission to the right people, at the right time, and in the right manner, across diverse media.

### Automate inbound and outbound SMS, email, or Push-Web communications with ease

Oneaccess gives you maximum flexibility in how you send and receive information from mobile customers. You can simply select the manner of delivery for each communication. And your customers can subscribe and update their profiles thereby eliminating unnecessary administration. It also ensures they continue to receive your content automatically in their preferred method.

### Get valuable data into your core systems effortlessly

Oneaccess brings together communications occurring from different channels into one system. All the information and messages can be stored within Oneaccess or you can export the data simply by csv or XML to any other customer relationship management system or database.





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### Oneaccess Features

- **Simple Web Brower** Interface
- Powerful two-way Mobile **text messaging** (SMS).
- **Plain** text and **rich text** (text, hypertext links, pictures and multi-media content) **e-mail**.
- **Push-web** where information is "pushed" to web portal
- **"Permission" based** profiling which means People **receive** only the **information that they want** and allow users to set different search criteria before and during a campaign.
- **Contact management** database allows individual and corporate users to enter contacts directly or to import contacts.
- **Automated** Outbound and Inbound interaction handling for push and pull information campaigns

### How it works

You can start using Oneaccess in just a few minutes. When you sign up for an account you will choose a Oneaccess phone number for inbound communications. This can be

a mobile phone number or a short code e.g. 222222 which customers text to initiate or receive information. Then you create your messages and response "keywords" for inbound communications. You can now import your customer data from an existing database or CRM system, or use an inbound campaign to create a new database. Next you will set a start and end date. Once the campaign starts all the information management is automated. You can view the responses at any time, generate reports, or change messages dynamically.



### Want to know more?

Please contact Briteyellow on 0870 121 3664 or visit our website at [www.briteyellow.com](http://www.briteyellow.com).