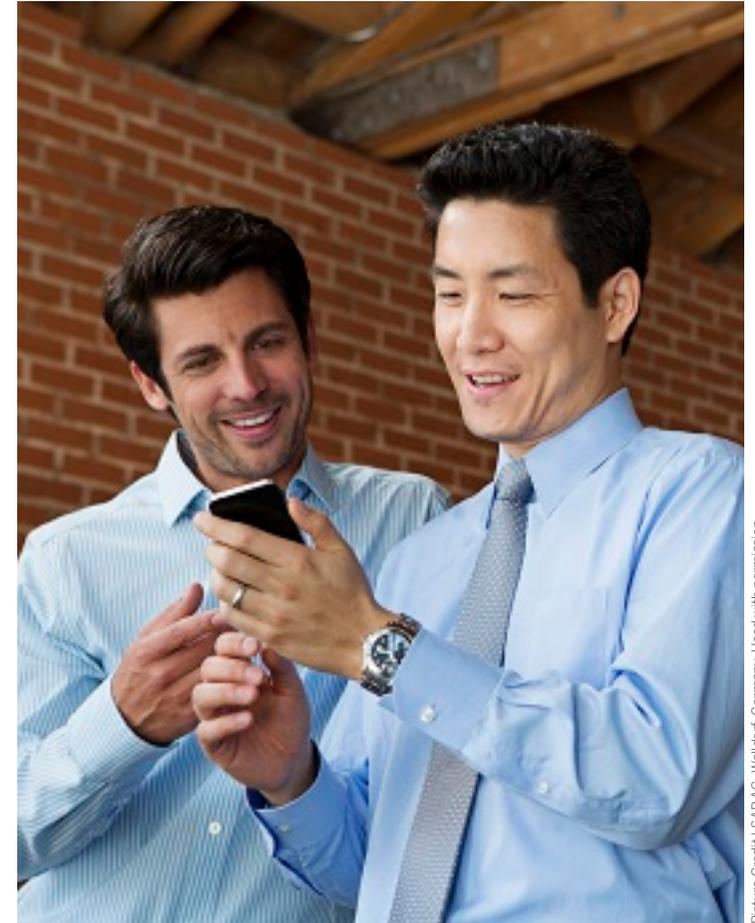


MediaTech Solutions: Expanding Real-Time Feedback Management with SAP® SMS 365, Enterprise Service

To keep up with the anytime, anywhere marketplace, engaging with customers in real time is a must. This is why companies across Europe use the Instant eXperience solution from MediaTech Solutions. This real-time feedback management platform allows businesses to connect with customers via digital and telecommunication channels, instantly gather and analyze feedback, and automatically launch the appropriate alerts and actions to maximize customer value.

With the enterprise service of SAP® SMS 365 mobile service, MediaTech Solutions has enhanced the capabilities of Instant eXperience by allowing customer engagement via SMS or “text.” Now customers can access offers and provide feedback quickly via mobile phone, increasing response rates and improving loyalty.



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Executive overview

Company

MediaTech Solutions

Headquarters

Paris, France

Industry

High tech

Products and Services

Cloud-based software and services to instantly query and measure satisfaction across digital and telecommunication channels

Employees

21

Turnover

€2 million to €5 million

Web Site

www.mediatech-solutions.com

BUSINESS TRANSFORMATION

Top objectives

- Develop the most powerful customer experience measurement solution on the market to provide clients with real-time customer feedback
- Become a global leader in the real-time feedback management services sector with the help of the enterprise service of SAP® SMS 365 mobile service

Resolution

- Chose SAP SMS 365, enterprise service, as the most reliable cloud-based messaging platform on which to offer real-time feedback management via two-way SMS
- Extended the features and capabilities of the MediaTech Instant eXperience solution by offering real-time feedback management services beyond France to more than 20 countries

Key benefits

- Simplified the customer engagement process via mobile phone, thanks to a user-friendly SMS-based service
- Increased the rate of customer feedback for clients
- Expanded the Instant eXperience solution to more than 20 countries

“Thanks to the reach and reliability of SAP SMS 365, enterprise service, we have the support we need to reach our international growth objectives and to become the leading real-time feedback management provider in the market.”

Hervé Cébula, CEO and Founder, MediaTech Solutions

TOP BENEFITS ACHIEVED

32%

Average response rate to SMS messages through SAP SMS 365, enterprise service

190%

Increase in the number of SMS surveys sent each month, thanks to SAP SMS 365, enterprise service

>20

Number of countries with access to real-time feedback management services

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