TP TouchPoint

Bulk Messaging System

logate software empowerment company

logate

70+

employees

200+

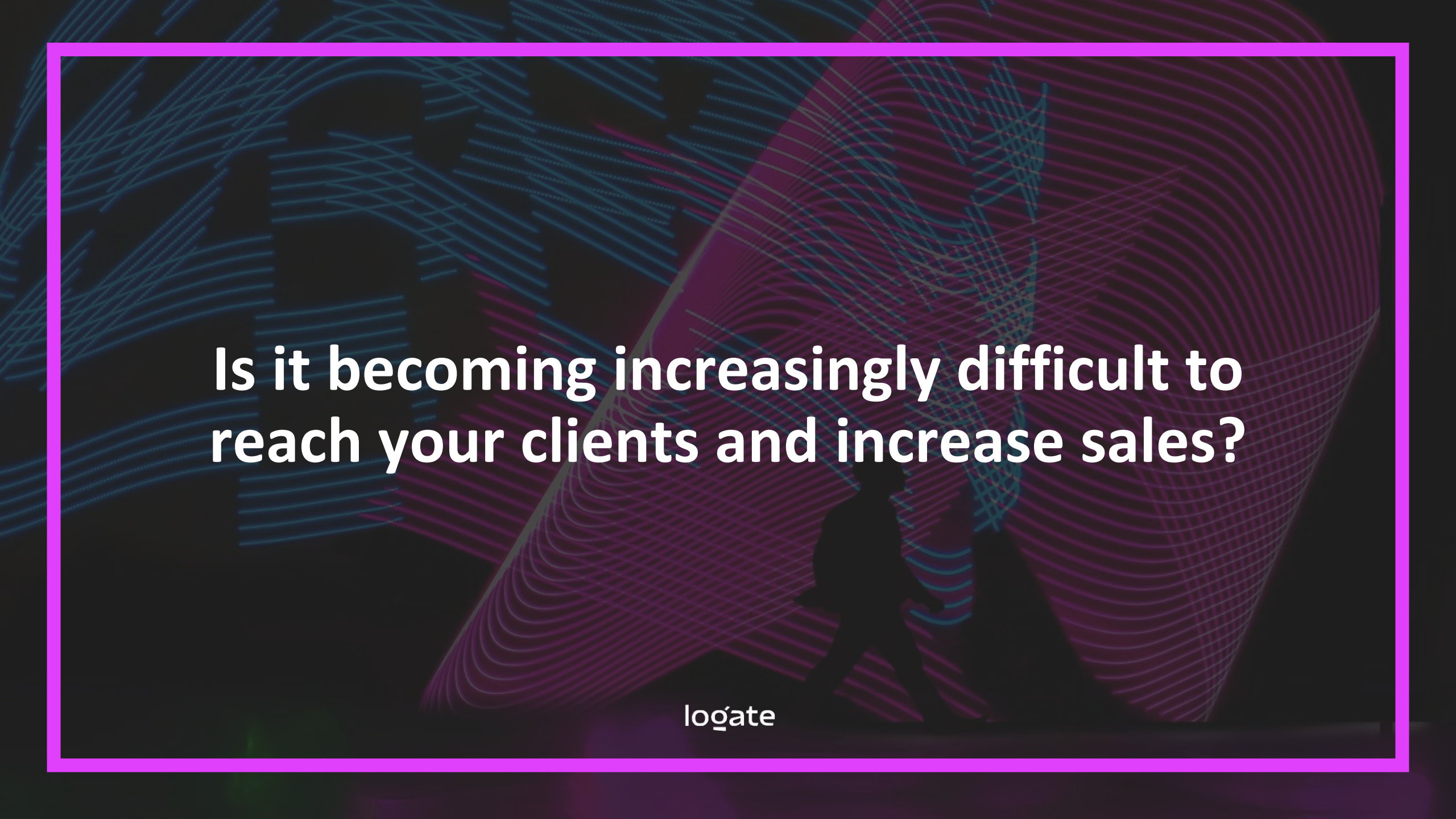
Satisfied clients

20+

Million accounts managed daily by Logate tools

Our Clients

Magenta
T-Mobile
Hrvatski Telekom
Crnogorski Telekom
mts
telemach
SBB
mts sistemi i integracije
SBERBANK
NLB
ERSTE Bank
Addiko Bank
KOMERCIJALNA BANKA AD Beograd
ckb banka otp group
HIPOTEKARNA BANKA Vama posvećena
LOVĆEN BANKA AD
KLINIČKI CENTAR Crne Gore
Investiciono-razvojni fond Crne Gore A.D.
KNJAZ
WIENER STÄDTISCHE VIENNA INSURANCE GROUP
mojlab
ADRIATIC BANK
ERICSSON
CEDIS Crnogorski elektrodistributivni sistem
Zavod za transfuziju krvi Crne Gore
PODRAVSKA BANKA


Is it becoming increasingly difficult to reach your clients and increase sales?
logate

Average person recieves:

Emails / day

Whatsapp messages / day

SMS messages / day

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TP TouchPoint

modules:

- SMS
- Email
- Viber
- In-app and web notifications

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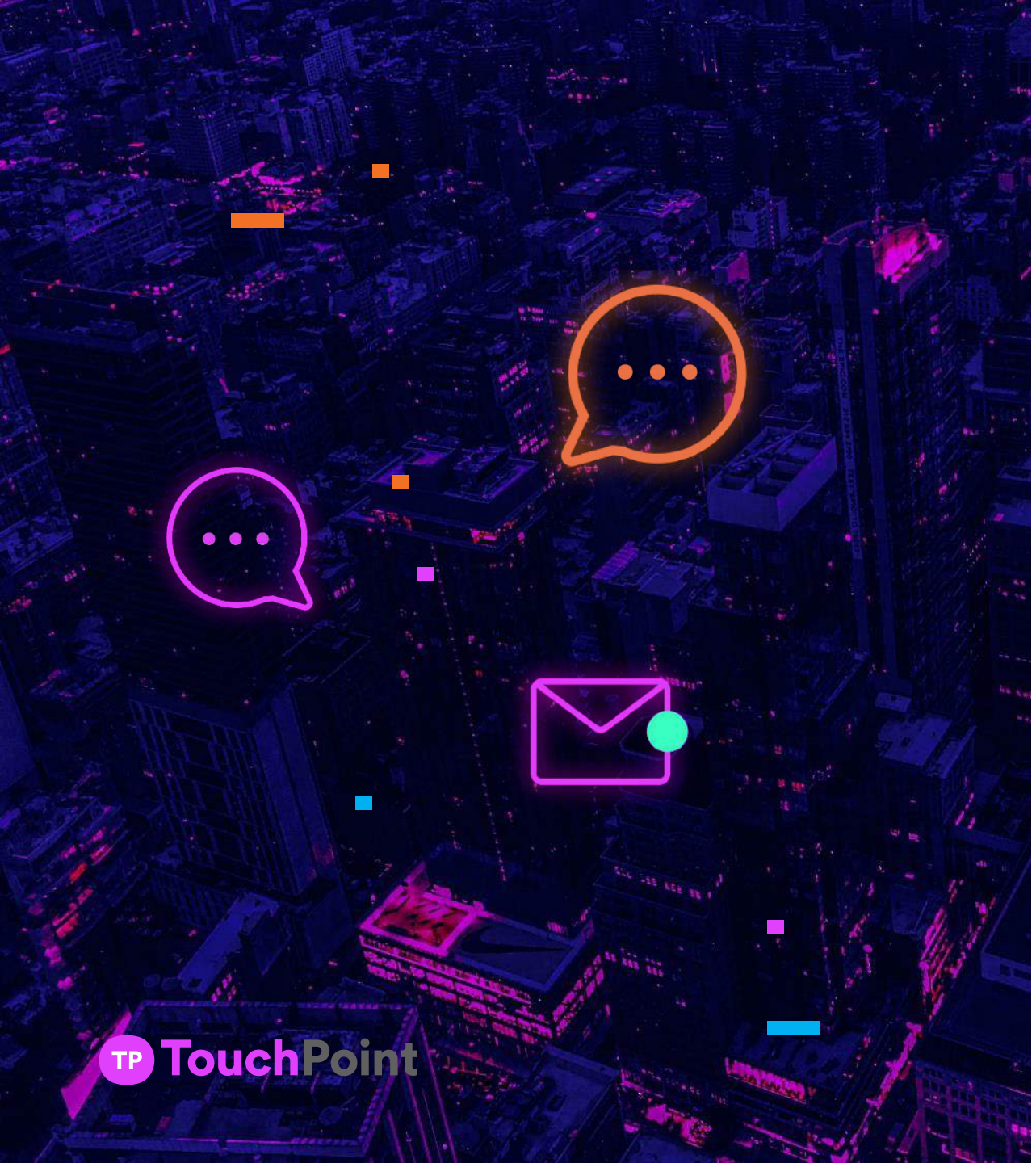

SMS

Best chance for customers to see your messages

- 97% open rate
- 91% of consumers would opt-in to receive texts from brands
- 96% of marketers using sms marketing said it helped them drive the revenue

Viber

Best rates for reaching customers

- Official Viber partner
- Cheaper than other channels
- Supports emojis, CTA and product catalogs

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Available message types

Transactional:

- Order confirmations
- Delivery tracking
- Registration confirmation
- Meeting reminders

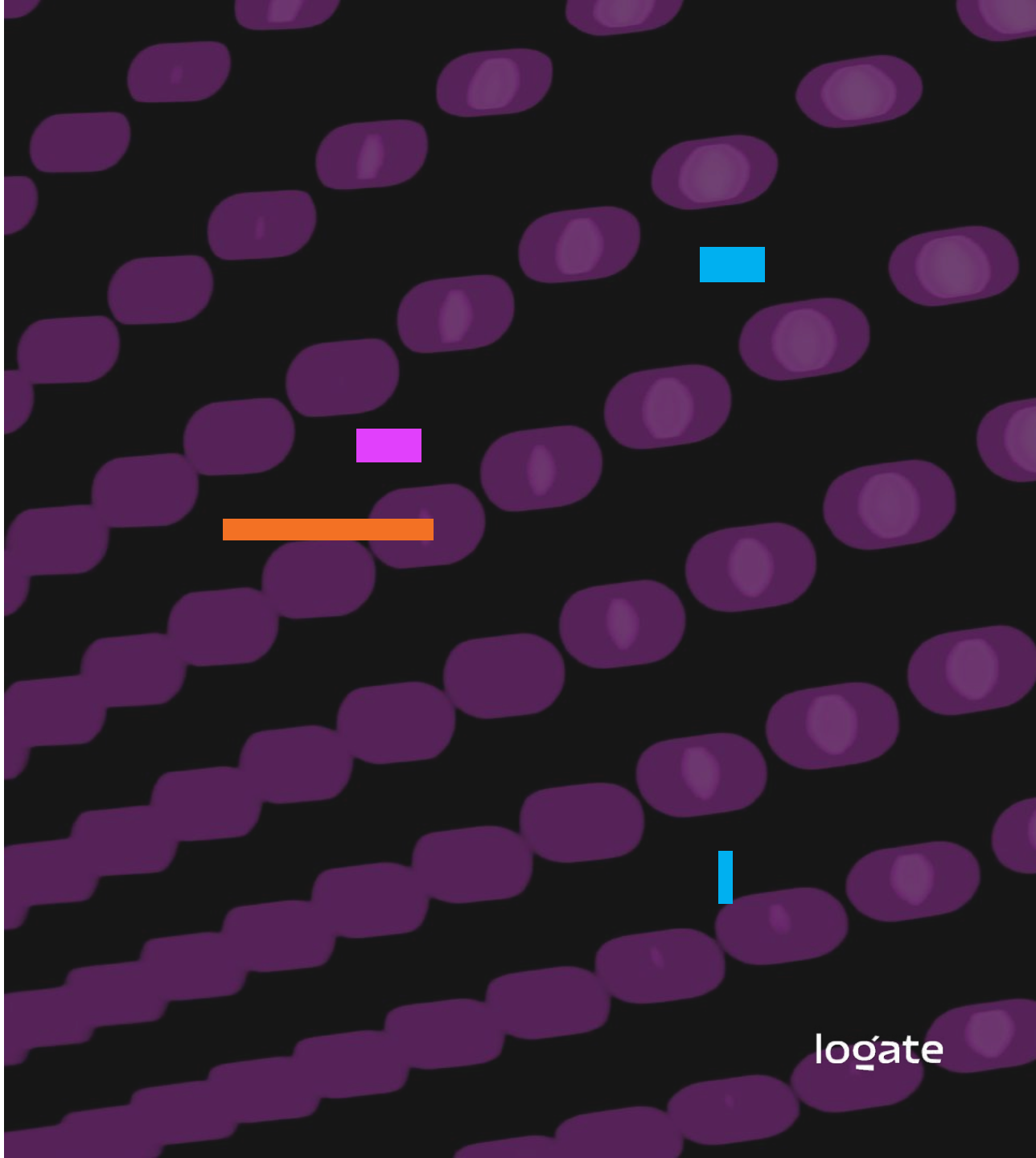
Promotional:

- Dedicated discount
- Coupons
- Custom offers
- Birthday celebrations
- Loyalty program status

Conversational:

- Customer support
- Lead generation
- Feedback collection

TP TouchPoint



Fallback

Smart budgeting that ensures delivery cost-effective campaigns

If client is not reached via Viber within certain time window, message is sent out via SMS

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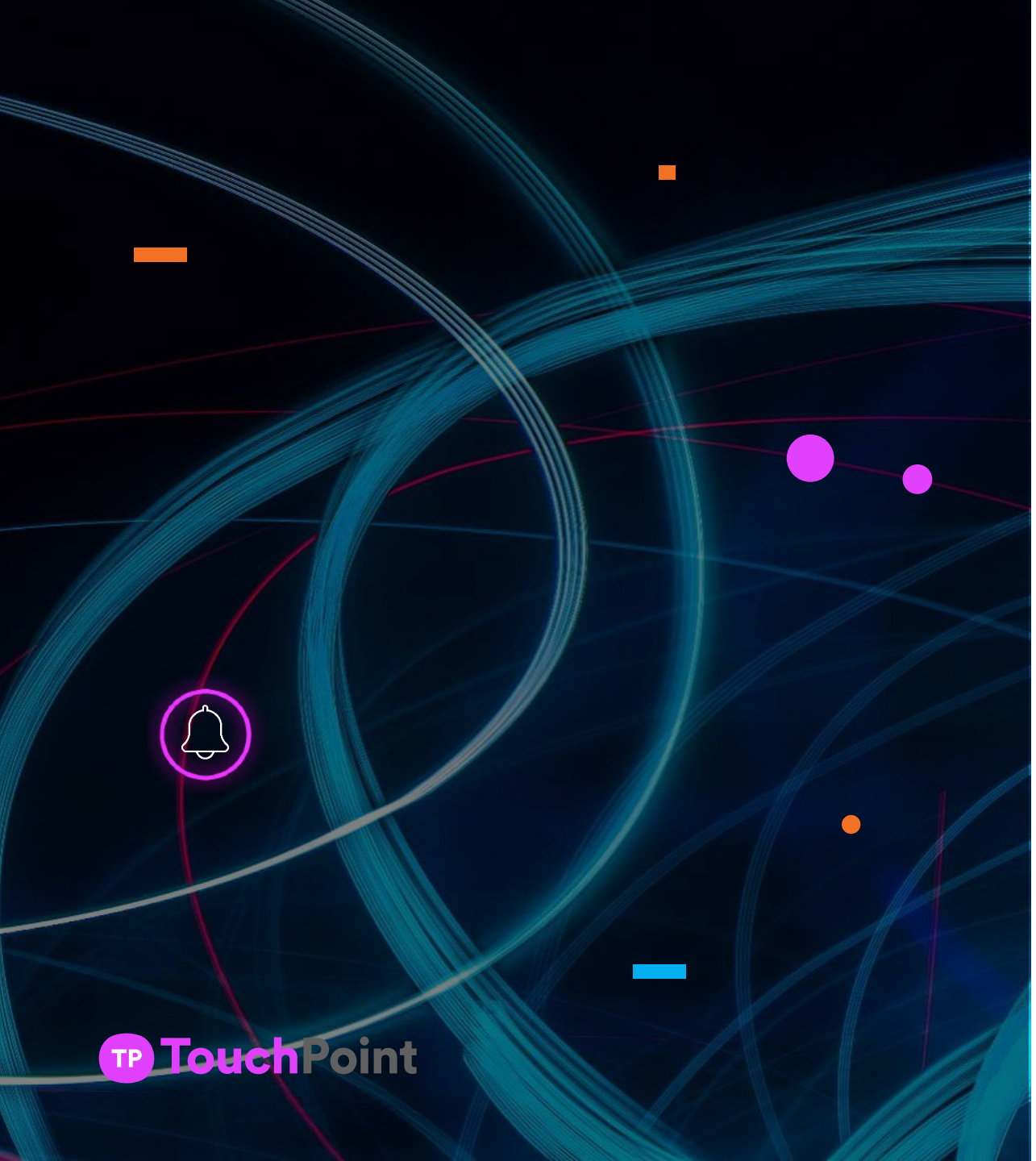

In-app & web notifications

- 61% of marketers prefer using push notifications for sending out messages
- Mobile notifications are most important channel to customers
- Efficiently grab attention of app users
- Minimal costs, high open rates

E-mail

Inevitable Communication Channel

- 99% of customers check their email every day
- Email is the 2nd most important communication channel
- Enables many customization options

TP TouchPoint

Reach customers via

SMS

Email

Viber

In-app and web notifications

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Let’s work together!
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TouchPoint

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Q&A

Hvala.

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