



The Benefits of CLEW over SMS

Business Benefit	SMS	CLEW
Speed	Communication is slow because data must be stored and then forwarded	Interaction is online in real time
In-depth data	Restricts the number of characters that can be sent typically to 160	An unlimited number of characters is possible
Auditable contract trails	The sender does not know whether the message has been viewed by its recipient/s	An audit trail is standard for sent and received information so the sender sees who has received and viewed the notice
Security	Messages sent to an individual's handset remain on the phone once the interaction is complete	Users must log in to be authenticated and authorised to interact. No data is left on the handset once the interaction is complete
Call to action	Requires user to send a return notice to confirm or reject any action/s effected by the SMS	Acceptance or rejection is inherent in the notification and real-time auditing process
Anti-spam	Identification is by phone number only. Information can be sent by anyone to any phone number	Users 'opt-in' to receive specific information
Virus protection	None	Protection is inherent in CLEW's design as it does not require applications code
Information accuracy	There is a high potential for human error in manually typing and sending messages	Information is entered via drop down multiple choice menus and input comes directly from a highly targeted preset database. This minimises the risk of human error
Tailored solution	One size fits all	Specific to your company's unique needs
Efficiency and convenience	Typically, SMS recipients must find a PC or contact a call centre to enact their response/ action to the message. This process is time-consuming, expensive and inconvenient	CLEW allows the full interaction, including an authenticated instruction, via the mobile device immediately. This saves time and is more convenient for users
Cost	25c for each SMS notification (sent in Australia)	25c for a full interaction. The complete communication loop (including replying) is covered, effectively halving the total expense of communicating