



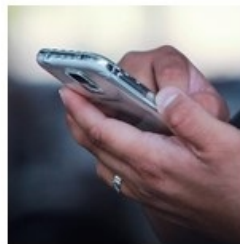
## Use Case: Proactive Text to Loan Applications

*Outbound SMS Message Launches HTML5 forms to Mobile Phones*

**Avaya POM Sends  
SMS with Form  
Link**



**Receives  
Text**



**Taps Link to  
Receive Form &  
Begin Application**



**SCENARIO:** Given the abundance of mobile devices and popularity of text messaging, a government agency wants its constituents to be able to fill out loan applications from their smartphones.

**CHALLENGE:** Outbound calls, although an excellent way to initiate contact, aren't always convenient for people to receive, depending on their location and environment. Additionally, lengthy forms may take too much agent time on a live call and can be difficult to complete in an IVR.

**SOLUTION:** INI integration services can deploy the Avaya Proactive Outreach Manager (POM) engine to facilitate contact by sending automated outbound SMS (text) messages that contain HTML5 links. Recipients can then click to launch the secure, editable forms, resulting in better completion and response rates. Constituents appreciate the convenient interface and more streamlined user experience.

### OUTCOMES

- ❖ More completed forms
- ❖ Faster response times
- ❖ Better use of agent time
- ❖ Increased user convenience
- ❖ Higher customer satisfaction

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