Plain English Home Page User Guide Home

 Scope and Purpose

Finally, a true SMS-Text add-on for GoldMine! GoldSMS gives GoldMine users the ability to send and receive real (i.e. not e-mail based) SMS text messages from within GoldMine, with the click of a button, or even fully automatically.

Think of GoldSMS as your "corporate Text number."

You don't need to know the contact's carrier, as in the past, when "texting: from GoldMine. GoldSMS ties in directly to the national SMS network, unlike GoldMine's built-in SMS functionality, which does an e-mail conversion routing.

In the past, sales reps each sent text messages from their own phones… but nothing was logged, not into GoldMine, not anywhere! GoldSMS solves this problem too… all outbound *and inbound* Texts are logged to the appropriate contact record.

Are your contacts overwhelmed with email? voicemail? social media? Get their attention for time-critical or high-value situations using Text – only do it right, consistent with your existing standards for client or prospect contact. Your message gets the attention it deserves by poking through the fabric of every-day background noise.

Do you deal with a young, tech-oriented market? Communicate with them the way they want to be communicated with… not email, not voicemail… Text!

GoldSMS is perfect for high-value situations:

- Financial Services. The implications are vast and clear! clients need instant updates
- Home Sales. In a hot market a house goes on the market at 9am, and is gone by 9:30. You've got to know early to act fast.
- Medical/Dental 1. Forgetful patients costing you money by leaving open timeslots when they no-show? Same-day reminders should help that situation.
- Medical/Dental 2. Short-notice cancellation? Fill that slot by sending a Text out to the wait-list volunteers.
- College Recruiting. Young buyer, high-value sale.

From:
http://plain-english.com/goldsmsdoc/ - **GoldSMS User and Admin Guide**

Permanent link:
http://plain-english.com/goldsmsdoc/doku.php?id=scope_and_overview&rev=1397073088

Last update: **2014/04/09 15:51**