



Engage Consumers on Their Mobile Device



With Expresso Text Messaging, you create text communications along with print/mail and email on a single platform

SMS or “Short Message Service” is the fastest way to engage today’s consumers using their mobile phones. The “short” message is limited to 160 characters and can contain shortened or “SmartURLs” to save space and track engagement.

BENEFITS

- Large audience – more than 272 million Americans (over 98% of adults) own a smartphone with messaging capabilities and the average users checks their phones 58 times per day
- Faster engagement – 95% of text messages are read and responded to within 3 minutes
- Better ROI – often more cost-effective than printed mail or even email
- Improved experience – 9 out of 10 customers prefer SMS over direct phone calls

TECHNOLOGY PARTNERSHIP

Nordis has partnered with Solutions by Text (SBT) to provide text communications on the Expresso platform. SBT has agreements with wireless carriers that ensure data security in transit and at rest to meet all applicable regulations, including HIPAA and FDCPA. SBT also offers a tailored solution for third party collectors. With messaging guidance from SBT and its library of messaging templates, Expresso users can compliantly text consumers and take advantage of growing consumer demand and response to mobile interactions.

KEY TEXTING FEATURES

- Text composition and distribution along with email and print/mail from a single CCM platform and leveraging common data, content, and business rules
- Support for both short and long codes
- SmartURL with shortened and branded URLs
- Integrate bulk SmartURL functionality as part of your existing file process automation
- Robust archiving, reporting, and tracking in Expresso

Shortened URLs increase click-through rates while custom URLs strengthen brand awareness, engagement and customer trust.



HOW IT WORKS



SHORT CODE VS. LONG CODE

10DLC or "10-digit Dedicated Long Code"	DSC or "Dedicated Short Code" (5 digits)
Less expensive to provision	More expensive to provision
Fastest to provision	2-4 weeks longer to provision
Less Volume	Higher volume
Can choose area code	Can choose custom code
Can use SmartURL	Can use SmartURL

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Nordis Technologies is an innovator and leader in technology solutions that solve complex communications and payment challenges. Our Expresso™ CCM application and integrated Print/Mail Services, including ExpressoCertified®, provide a complete omnichannel communications solution, from planning and development to print and digital production and distribution. Nordis offers print/mail, email, SMS/text and digital wallet capabilities, seamlessly connected for fast and easy document development and management among channels. To further cater to customer preferences and enhanced customer experience, Nordis offers our ExpressoPay® electronic bill presentment and payment system for a fully integrated communications and payments solution.

Contact us today at (954) 323-5500, or email sales@nordistechnologies.com, to learn how our end-to-end technology, print/mail and digital solutions can give you a strategic advantage in your business.



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