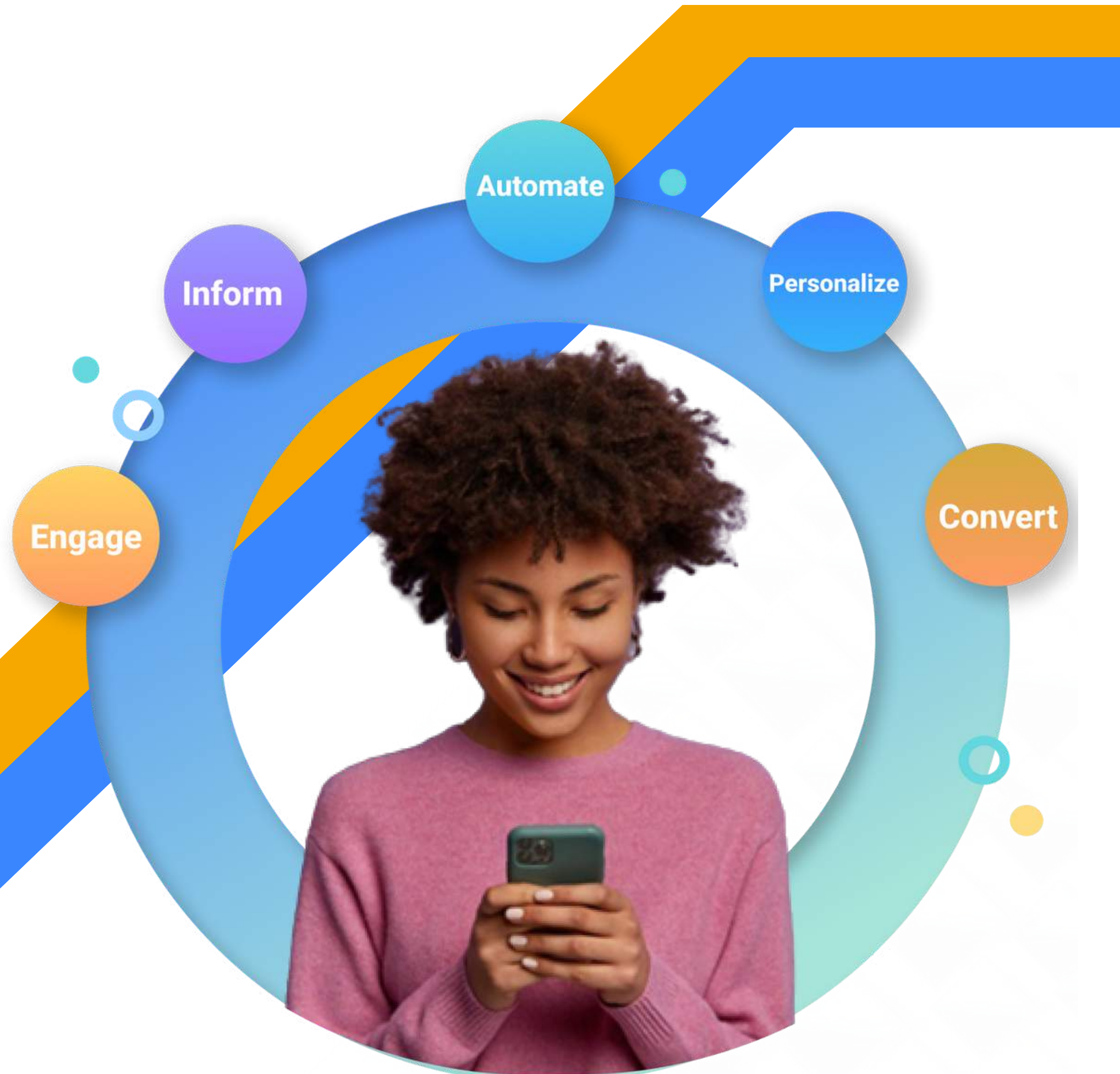




# Cloud Enabled Messaging Provider

Healthcare Use Cases





The digital healthcare market in India was valued at **INR 116.61 Bn** in 2018 and is estimated to reach **INR 485.43 Bn** by 2024, expanding at a **CAGR of ~27.41%** during the 2019-2024 period.



By combining technology with healthcare, digital health providers are offering improved and **Cost-Effective** medical services.



Healthcare brands are enhancing patient experience by facilitating clinical support, monitoring quality care, tracking supplies of drugs and vaccines, wellness promotions through cloud-based services.

# About Pristyn Care

1

A new age health tech company that aims to simplify the surgery journey of a patient by offering care at every step.

2

The company operates via **90+ clinics** and **400+ partner** hospitals.

3

Team of **300+ expert** surgeons, who perform advanced surgeries for over 50+ diseases using the latest advanced medical technology across **800+ Surgical** centres.






4

**Pristyn Care** Patient App is widely used by patient to schedule a consultation (online or physical) with the doctor of their preference without stepping out of their home.



# Opportunities for Creating Customer Delight

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-  Huge OTP Delivery Failure — Only 65-70% of the critical OTP messages sent by the company are delivered.
-  SMS Tracking — The metrics to ascertain sms click rates, open rates, delivery rates is not available.
-  Low Brand Reputation — The decreased communication bandwidth has direct business impact and loss of customer satisfaction.
-  Brand Recall — Lack of personalized experience and richer media.
-  Message Scheduler — Missing feature to split the database and schedule automated delivery according to defined precedence.

# Our Solution



## SMS

**SMS** functionality with tiny URL to track click and open rates. This ensures customer segmentation and also removes barriers to receiving communication from customer.



## OTP SMS

Feature rich platform including high priority routes for critical **OTP** messaging. We ensure delivery of **95%+ time-sensitive** messages within **10 seconds**



## Campaign Manager

**Split and schedule** your message campaigns, send your messages in batches using our intuitive interface with transparent reporting and business analytics.



## RCS

**RCS - Rich Communication Services:** Introduce RCS and change your boring SMS into rich and interactive SMS that includes videos, audios, images, gifs, map locations, etc. Expect a higher open rate and superior Customer experience. 2-way communication, No character limit, verified sender ID.



## OTP Authenticator

**OTP Authenticator:** No more need to generate and validate OTP within your application, do it with an AES 256 secure algorithm. Get ease of use, No complexity and highest security.



## Marketing Automation

**Marketing Automation:** AI powered Omni-channel Marketing Platform for engaging users on their preferred channel across SMS, Voce, Email, WhatsApp, Web, In-App Notification.

# SMS

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The first and foremost communication medium that attracts millions of businesses to Attract, Engage, Inform and Transact with their end customers with ease.



## REDUCE NO-SHOWS

No-shows are a problem in all aspects of the healthcare industry: missed appointments mean wasted time, resources, and money. Send reminders to customers through SMS who booked appointments through App.



## INCREASE REPUTATION

Get customer feedback and experience ratings in real-time via RCS notification after a successful surgery.



## TRANSPORTATION SERVICES

Sharing vehicle number and mobile number of driver with the patient.



## REFERRAL PROGRAM

Include discount coupons for generating referral with rewards on the day of surgery.



## PROMOTIONAL OFFERS

Send promotional offers on special days such as Mother's Day, Father's Day, etc.

# RCS – Deliver better patient experience

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Make your brand shine in the user's INBOX. Use **Brand Logo, Brand Banner, Call to Action and Quick Reply Buttons**. Increase sure shot reach and open rate.



## **SIMPLE REMINDERS**

Missed appointments aren't good for business or for your patients' health! Messaging services like SMS or RCS have the power to slash no show rates, reminding patients of upcoming appointments.



## **EASY RECHEDULING**

Sometimes things just don't work out. With SMS and RCS, it's easy for your patients to quickly and securely reschedule their visits.



## **PAYMENT RECEIPTS**

Get customer feedback and experience ratings in real-time via RCS notification after a successful surgery.

# RCS Message

## Trusted Branding

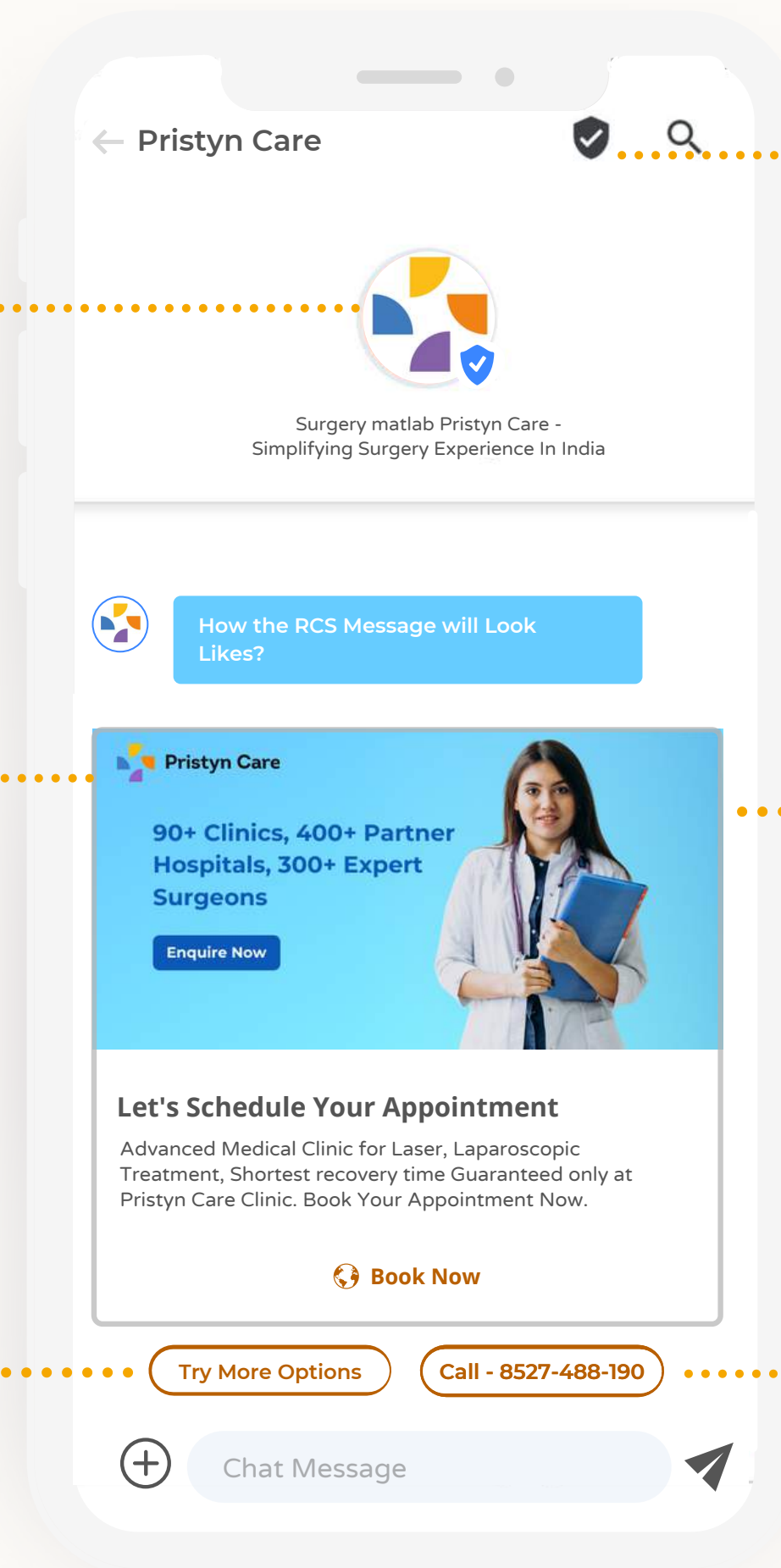
with Name & Logo

## Richer Media

Images, Videos & GIFs

## Easy for Replying

Suggested Replies, customized by brands



## Customer safety & Peace of Mind

Verified Sender ID

## Better Metrics


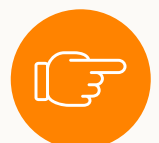
Data Including Client based DLRs & read receipts

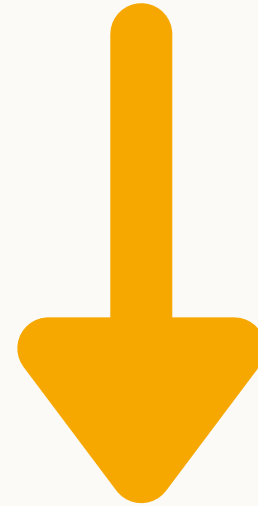
## Time Saving Actions

Suggested Actions for URLs, Map, Calendar & Dialer

# OTP Authenticator

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-  Excellent technology ready to offer a seamless experience in patient's journey.
-  When it comes to healthtech, patient and data security is paramount. Trust building services are fundamental to customers.

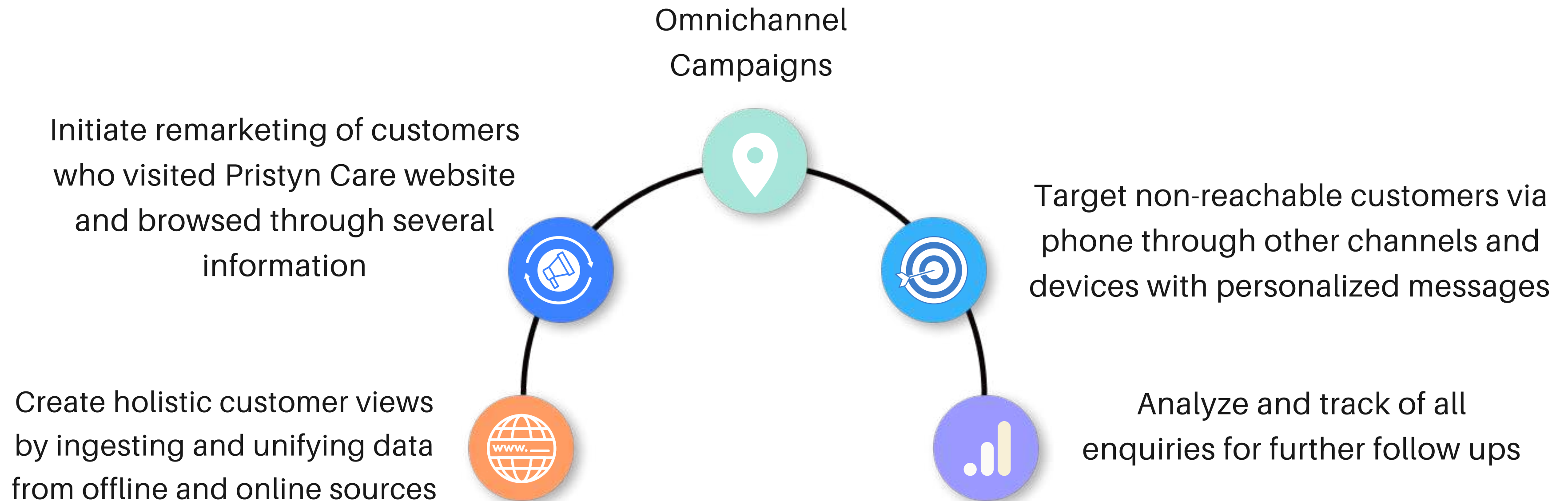


Mtalkz provides OTP generation services for enterprises with **AES 256 algorithm** that's encrypted and highly secured.




# Marketing Automation

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An **AI-driven marketing automation** platform that helps marketers to create and map unique customer journeys where every individual is engaged with messages. This offers unique relationship building with the brand.



# mTalkz cloud-based communication services Digital Outcomes

-  Better understanding of needs and behaviors of target users.
-  Effective management of Patient's requests.
-  Data generated from SMS can be used to discover patterns to predict behavior and help improve healthcare staffing by predicting patient's inflow.

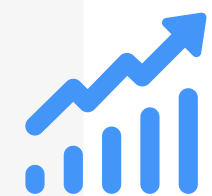


**2X**

Increase in **ROI** by more than **2x** with higher OTP delivery and fall back mechanism.

**100%**

User engagement improvement.



Pristyn Care can send **higher volume campaigns** with ease with our scalable and dependable infrastructure.

# Customer Success Story – HeathTech

## Business Priorities:

The objective was to increase customer convenience by offering booking reminders, promo offers & feedback.

## Engagement Solution:

Mtalkz empowered them with most effortless solution that could track leads, improve engagement, manage follow ups, and increase customer experience elevating the brand reputation.



India's fastest growing diagnostic center with high-end clinical laboratories and deep focus on customer care

## Business Benefits



**2x** increase in open rates with **RCS – rich media** with brand ambassador video



**30%** increase in patient queries with **call-to-action buttons** in RCS



**100%** increase in **App download** by seamless message delivery

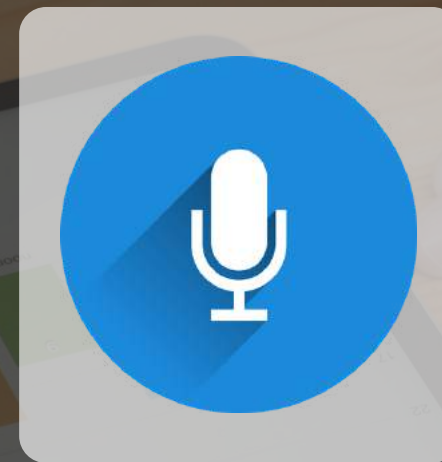
# Re-energizing mobile communications for 300+ enterprises...

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# Drive your customers experience today!

Make your Voice Count with Cloud enabled and scalable Voice SMS, Inbound and Outbound Services



**4500+ PRI and SIP Channels**

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