

*Extend the Reach of your Enterprise Systems beyond the limits of the Desktop with CQ Software*

**CQSMS provides an automated seamless interface between you, your enterprise systems and your clients /customers by using the power of SMS.**

### **What can CQSMS do for your business?**

- ✓ Send reminders on payments due
- ✓ Confirm payments received
- ✓ Send Customer Balance Information every month directly to their Cell Phones
- ✓ Send invitations / reminders for meetings to attend
- ✓ Send alerts on exception situations
- ✓ Receive Product Inquiries from clients and respond by messaging the details as SMS
- ✓ Receive data from remote sites and update your database wasting no time in data entry
- ✓ Customer Low Balance Alert
- ✓ Visitor Management at factories and business establishments
- ✓ Product Price Inquiry
- ✓ Transfer of Employee Attendance data from offsite locations to head-office
- ✓ Patient Appointment Intimation and Confirmation
- ✓ Instant transaction update from remote sites
- ✓ Credit Limit inquiry and update for Credit Purchases at Shopping outlets
- ✓ Product Advertisements
- ✓ SMS Voting
- ✓ And the list can extend depending on your needs

### **Why CQSMS?**

A Short Text Message (SMS) is very useful for

1. Sending Alerts and Informative Text (One-Way)
2. Query and Response applications (Two-Way SMS)
3. Query/Response with back-end database update
4. System to System interactions in a non-networked environment
5. Multi-purpose use of one license of CQSMS keeping the investment low
6. Scalable as your needs grow
7. No training required

### **Who benefits with CQSMS?**

Any business or an association or even an individual can deploy CQSMS and stand benefited.

Some examples : Insurance cos. Banks, Financial Institutions, Clubs, Tour Operators, Taxi Companies, Real Estate, Property Developers, Government departments, Airlines, Shopping malls, Hotels/ Resorts, Hospitals/Medical centers and many more.

## What are the salient Features of CQSMS?

- ✓ In-Built checks to avoid junk and spam messages
- ✓ One License can serve multiple purposes
- ✓ Queries can be answered at the same instance
- ✓ Proper audit and error logs
- ✓ No manual intervention required
- ✓ Only registered mobile number Queries will be answered
- ✓ Simple to install and interface
- ✓ No limit on messages sent or received
- ✓ Works with MS SQL, Oracle, MS-Access
- ✓ Linked to Modem provided with Software and hence Secure
- ✓ Customizable to suit specific client needs
- ✓ Reports and Inquiries

## How does CQSMS work?

- ✓ Purchase one license of CQSMS and get the Software and a GSM Modem
- ✓ Install the Software and the Modem in a Computer
- ✓ Develop the interfaces to/from your Enterprise system for your specific needs
- ✓ (We provide the know-how or also assist in the development)
- ✓ CQSMS has an INBOX and OUTBOX
- ✓ To SEND a message, the enterprise system places the message in the OUTBOX
- ✓ The CQSMS engine picks up the message and sends it to the Cell Phone
- ✓ When a message is received, CQSMS places it in the INBOX
- ✓ The received message is now available to your application

## What is CQ?

**CQ** is another innovative product from CetharSoft, which transforms an Ordinary Cell Phone as a powerful **Business Companion**.

Presently CQ Versions are available for Microfinance Loan Management, Material Site Receipt Update for Erection and Commissioning sector, storing multiple contact lists and price lists. Another version of CQ enables issue of Soft Cards as membership cards for clubs and shopping malls. CQSMS forms part of the CQ range of products from CetharSoft.

**CQ** is a powerful VALUE ADDITION to any business for bringing the customers closer.

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