

SEND BULK SMS - PROMOTIONAL & AWARENESS CAMPAIGN - CUSTOMER QUERY & AUTOMATED RESPONSE - ETC....



**CQSMS**  
The Premier  
Multi-Purpose  
**SMS Engine**

For more Details & Demo, contact us on +91 422 2604370. Website: [www.cetharmobile.com](http://www.cetharmobile.com)

- ✓ The Mobile Phone has now become an indispensable device for every one for instant communication. We see the explosion of SMS (Short Message Services) for a variety of purposes and business requirements.
- ✓ Any business or an association or even an individual can benefit from the power of SMS quickly and effectively without much investment.
- ✓ **CQSMS, the SMS Messaging Software**, has been exclusively designed and developed for this purpose by CetharSoft, India.
- ✓ **CQSMS** is for **SENDING and RECEIVING** SMS Messages and therefore forming an effective communication link between the Organisations and the Staffs/Clients.
- ✓ CetharSoft, Coimbatore, India is an ISO Certified and leading Information Systems Solutions Provider who have the right experience and expertise in harnessing the power of Mobile Technology for Business Benefits.

## CQSMS - a Win-Win

- ✓ Adds value to the Business's image as a progressive institution
- ✓ Brings more efficiency in repeat and routine work
- ✓ Environment friendly, reduces paper work and reduces manual overheads
- ✓ Automated seamless interface between you, your enterprise systems and your clients.
- ✓ Competitively priced to suit every budget
- ✓ User-friendly, easy to implement and customizable for specific needs
- ✓ Feature rich complete package, multi-purpose usage with one time investment
- ✓ **CQSMS** is scalable and expandable as one starts seeing the benefits
- ✓ **Full Money Refund** (if returned within 30 days with the MODEM in working condition).

Cethar Consultancy Services Pvt. Ltd. (CetharSoft)

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## CQSMS multiple options, many benefits

### Feature-rich and adoptable to your changing needs

1. Send reminders on payments due
2. Send a Welcome message to a new client/staff
3. Announce sudden Holidays & Special Events
4. Adhoc messages such as 'Informing the changes in the schedule of work'
5. Salary Credit Advice
6. Staff Attendance – Late comers
7. Special announcements by management to Staff
8. Invitation to Staff meetings, seminars, special sessions, etc
9. Broadcast messages to staffs and others
10. Invitation & Reminders about Management Trust Meeting
11. Reminders for deadlines and schedules
12. Send marketing messages (ex: new products, new interest rates etc.)
13. Send daily price list, Stock available, currency rates etc.

### **Make it Interactive - 2 Way SMS – Query and Response**

1. Stock Query, Pricing Query, New products Query, Order Update, Visitor Management, Fault Rectification Update, Credit Limit Check, Directory Inquiry, etc
2. A Customer can inquire about the price of a Product by Sending an SMS  
Query: N97  
Response: N97 – Nokia – Best Price for next two days: 25,000.00 Visit us at John Street, Downtown.
3. A Customer can inquire about the status of his loan application  
Query: 1051 Loan  
Response: Your Loan Application is approved. Pl. Contact our office.

### **And much much more .....**

*(CQSMS is useful in all the domains, Corporate, Clubs, Associations, etc for a variety of applications and is also marketed under the name of cSMART for Educational Institutions).*

**CQSMS is marketed in Mauritius by Halo Co. Ltd ([www.cqhalo.com](http://www.cqhalo.com))**



## About CQSMS

### Innovative features that prove value for money

#### Messaging

- ✓ Single or group messaging
- ✓ 2-WAY Query and Response
- ✓ Database of numbers / contact list with full details
- ✓ Grouping and Categorisation of Contacts
- ✓ Bulk Messaging features
- ✓ Pick list for Standard messages
- ✓ No limit on messages sent or received
- ✓ Auto alerts and response
- ✓ Auto Response to Queries
- ✓ Auto Inform for Queries
- ✓ Messages longer than 160 characters - possible

#### Security

- ✓ Filter / Block Unwanted numbers
- ✓ Password controlled
- ✓ Only Queries from registered Mobile numbers will be answered.
- ✓ In-Built checks to avoid junk and spam messages
- ✓ Linked to Modem provided with Software and hence Secure

#### Specialty

- ✓ Easy to install and interface to other applications
- ✓ MultiThreaded – so that quicker messaging and avoidance of message overlap or loss
- ✓ Multipurpose, multi-usage with one single license
- ✓ Proper audit and error logs
- ✓ Reports and Inquiries

#### Data Storage and Transmission

- ✓ Supports USB based MODEMS and hence data transmission is fast
- ✓ Data Import / Export
- ✓ Archival of SMS
- ✓ Modem Status / Signal Strength
- ✓ Queries can be answered at the same instance
- ✓ Works with MS SQL, Oracle, MS-Access

#### Deliverables

- ✓ Software Object Code License for one installation
- ✓ Unlimited User License
- ✓ USB MODEM – without SIM
- ✓ User Documentation
- ✓ Warranty – 180 days from date of delivery
- ✓ Free upgrades for One Year from date of delivery



Mobile phone is the fastest-growing communication platform in the world, it represents the most popular gadget & SMS is the best cost-effective way to communicate with customers.