



## BANKING, FINANCIAL SERVICES & INSURANCE

Bring a range of banking and insurance services to the customer's mobile phone. Put an end to endless wait times and tardy paper communications.

Be a banker, broker or an insurer who is just a swipe away. Cut out intrusive calls and bad customer experiences, by bringing client-facing services to an SMS platform. Use [Textlocal SMS](#) to offer a range of instant, actionable updates—from bank statements and fund transfers to trading updates. Allow customers to instantly reach out for information via SMS. Be the invisible but always available personal banker using Textlocal's powerful SMS services.

### Go Mobile

Send customers their bank statements, insurance-policy updates, loan approval status, credit card approvals, payment receipts and much more as [SMS attachments](#) with Textlocal. Save paper and save the customer a trip to the bank.

DM-POLICY | 05:34 PM

Thank you for choosing us as your health insurance provider! Here is your policy document: <http://tx.gl/r/tl>

### The money alert

Keep customers in the loop through instant SMS notifications on everything from OTPs and cash withdrawals to card usage. With an intelligent [SMS API gateway](#) and robust technology infrastructure, Textlocal ensures best-in-class delivery rates and speeds for all your texts.

DM-BNKG | 11:29 PM

Transaction of Rs. 1,503.56 was made on ICICI debit card ending xx67 on 20-05-2015 / 23:28:54

### Keep the customers informed

Improve productivity by saying goodbye to unread email campaigns or unnecessary calling. Send timely updates (e.g. linking Aadhaar) to your customers via SMS, the most effective mobile engagement channel with 98% read rates.

## Send campaigns your customers love

Go beyond plain bulk SMS. With Textlocal, you can now fully customize your SMS campaigns in minutes using our easy and powerful user interface. Whether it is personalizing millions of bulk SMS, composing regional language texts, or staggering your sends in batches, it is all incredibly easy!

## Track your campaign effectiveness

For the first time ever, Textlocal's granular [click analytics](#) give you insights into your campaign reach and effectiveness. Along with the right A/B tests, these analytics can now help you compose the right message and send it to the right audience at the right time.

## Bank with an SMS

Allow customers to open accounts, add beneficiaries, and more when they text into your SMS [long codes](#) and [short codes](#) with predefined keywords, or via a simple missed call. Make your processes customer friendly with Textlocal's receive SMS functionality.

## Promote new products and services

Promote new products and get clients to sign up for new services with SMS marketing campaigns. Insert a simple web URL link as 'call-to-action', [measure client response](#) and fine-tune your campaigns.

DM-BNKING | 01:54 PM

Get banking at your fingertips. Click <http://tx.gl/r/tl> to download our app!

## Monitor and control all communication

Create completely secure customized SMS templates that are locked down for sub-users with Textlocal [enterprise-grade features](#). Monitor and keep track of usage for internal performance and regulatory audits.

## Bring the broker to the phone

Act like a real-time broker to customers through automated SMS updates for everything from market moves and interest rate changes to fund NAVs. These can be every hour or every month, customized to client needs and transaction frequency.

DM-MTLFND | 06:23 PM

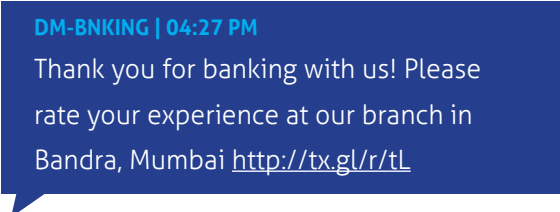
Hi, your growth opportunity mutual fund NAV closed at Rs. 25.69 today, change (+1.5%). To opt-out from these updates, send NAVCHG STOP to 56263XXX

## Customer service on SMS

Make your customers feel well served by instantly sending information ranging from account balances to nearest branch locations when requested via SMS. Make the SMS a tool for customer service by making it a 2-way communication channel.

## Instant customer feedback

Are your clients happy or unhappy? Do they think your service is exceptional or mediocre? Get instant feedback on customer experience and map bank performance by branch and region by sending Textlocal mobile-optimized surveys.



## Get ahead with bespoke services

Need help on how to leverage Textlocal and improve your services? Our dedicated team helps tailor solutions for your business needs, whether it's setting up and managing campaigns or helping you integrate various backend systems.

# We work with over 165,000 businesses



www.textlocal.in



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INDIA'S HIGHEST RATED SMS PLATFORM  
TRUSTPILOT | TRUST SCORE 9.7/10

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