INNOVATE 2018

Customer Conversations Made SMARTer

Product Deep Dive

Jayson Nathan and Marc Goldstein

Solutions Architects with Smart Communications

CONFIDENTIAL

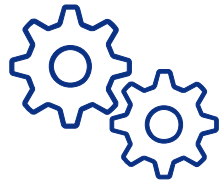
SMART COMMUNICATIONS™

INNOVATION Themes

Mobile

Email

User Experience

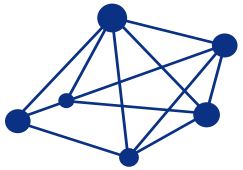


Content Assembly

Collaboration

Deployment Flexibility

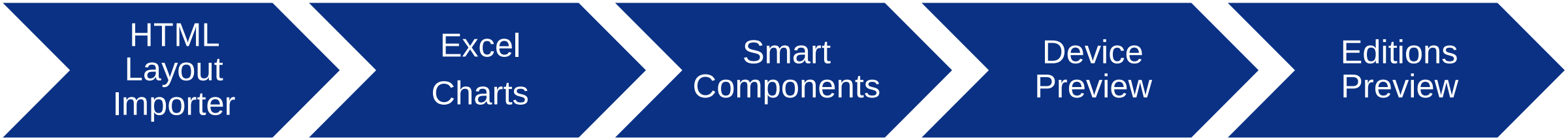
Intelligence Information



Enterprise Integration

CAAS Strategy

Feature Deep Dive



INNOVATE 2018

Customer Conversations Made SMARTer

Creating Consistent Experiences Across Multiple Channels

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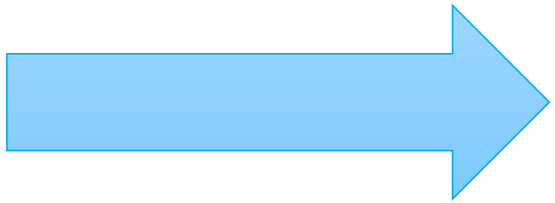
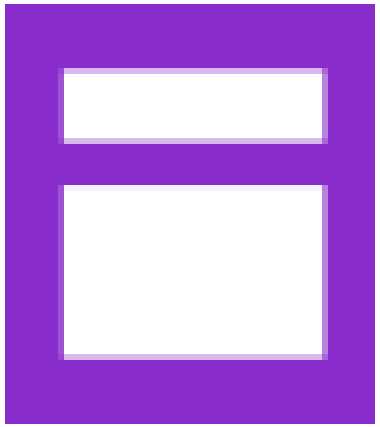
HTML Importer

Accelerate the creation of HTML layouts by importing an html page

HTML Page





SmartCOMM™ Layout

HTML Importer

Add tags into the HTML code which are created as regions in the layout

```
<html>
<head>
</head>
  <body>
    <table>
      <tr>
        <th colspan="2"> <!-- InstanceBeginEditable name="Header" --> <!-- InstanceEndEditable --> </th>
      </tr>
      <tr>
        <td width="70%" > <!-- InstanceBeginEditable name="Body" --> <!-- InstanceEndEditable --> </td>
        <td width=”30%" > <!-- InstanceBeginEditable name="Right Sidebar" --> <!-- InstanceEndEditable --> </td>
      </tr>
      <tr>
      <td colspan="2"> <!-- InstanceBeginEditable name=”Footer" --> <!-- InstanceEndEditable --> </td>
      </tr>
    </table>
  </body>
</html>
```

Reduce time and effort to take rich responsive complex templates for channels such as

- Email
- Web
- Mobile

SmartHub by Smart Com
Template Editor
scomms.net/SmartHub/demo.php
Apps Dashboard CSS Guide Downloa Floats Tutorial | HTM
Other bookmarks

SMART COMMUNICATIONS

Print | Email | Website | SMS | Draft Editor - Print | Draft Editor - Email | Draft Editor - Web | Draft Editor - SMS | Template Designer

SmartHub - Responsive Viewer | Desktop | Tablet | Tablet (Portrait) | Mobile

SCALE Insurance

Login

HOME | ABOUT | CONTACT

Mr. Smith,

Thank you very much for promptly alerting us that you have been involved in an incident. We will be in touch further in the coming days.

From the information you gave us, we understood that:

Incident Information Report	
The incident occurred on:	1 September 2017
The individual who reported the incident was:	Margaret Smith

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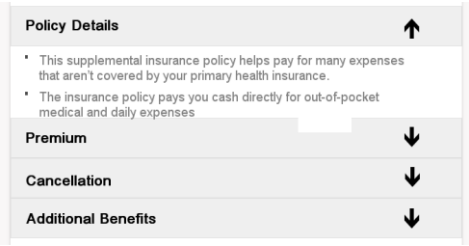
Smart Components

Image ‘Carousel’

Video Control

Social Media Toolbar

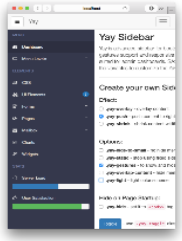


Accordion

Light Box

Form Filling

Audio



Sidebar

Smart Components

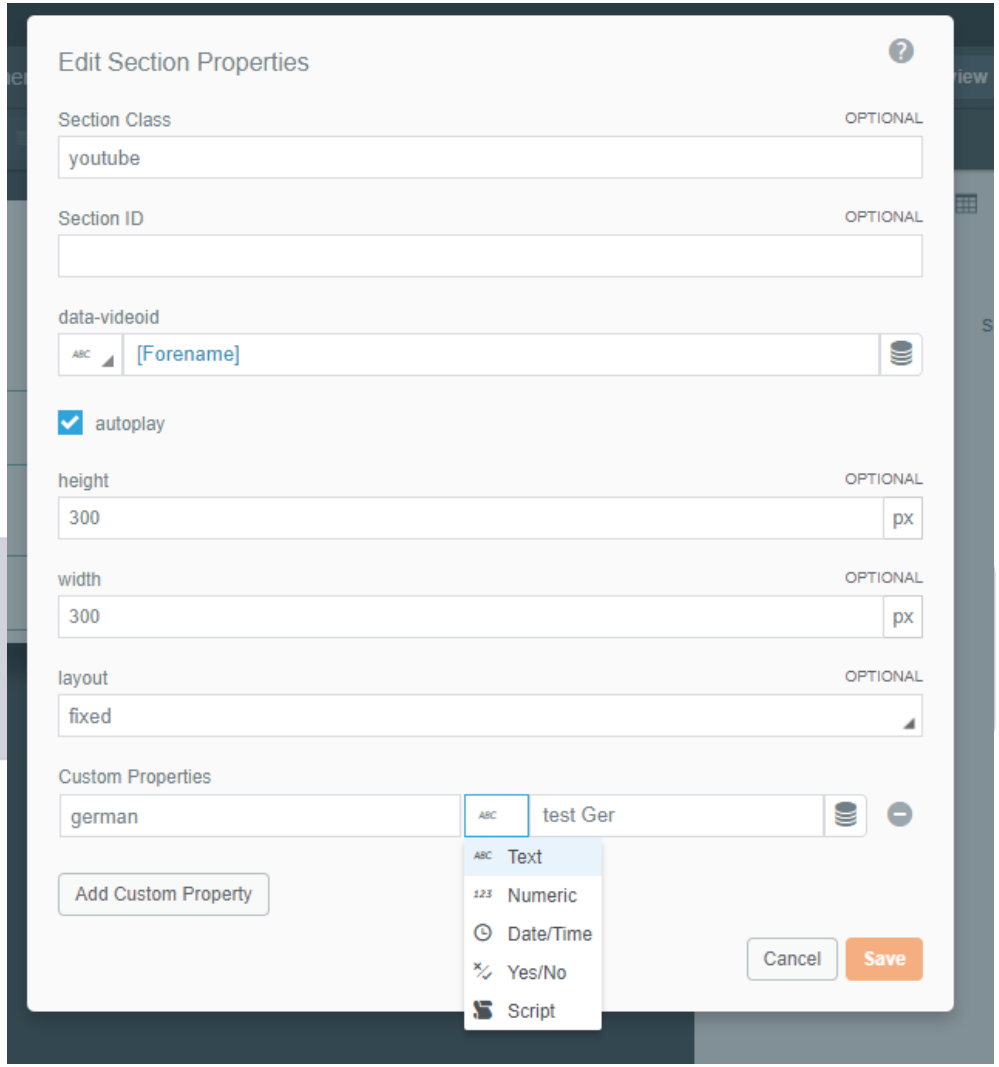
Revealed in SC17

Added expressions for dynamic control in SC18

Examples provided by our Solution Consulting and Professional Services Teams

- Accordion
- Google Maps
- Twitter
- Youtube
- CSS

Other ideas for Smart Components? We can build them for you!



Policyholder	James Smith
Policy Number	VEH9572891
Policy Period	01/09/2017 - 31/08/2018
Policy Type	Motor

From the information you gave us, we understood that:

Incident Information Report	
The incident occurred on:	1 September 2017
The individual who reported the incident was:	Margaret Smith
The total number of individuals involved in the incident was:	2

If you think that any of the information we have is incorrect, or if you have any other concerns or questions, please don't hesitate to contact me at MFoust@SCALE.com, or on 937-534-2938 if required.

Regards

Margaret Foust - SCALE Insurance

Our Commitment To You

We want you to know that we care about giving you the best experience possible, especially during stressful times such as whilst having to make a claim. When the dust has settled, we would appreciate your feedback on your experience during your claim process - just go to www.SCALEInsurance.com and login.

Based on feedback from our other customers, we feel we have an excellent response rate - and have compared

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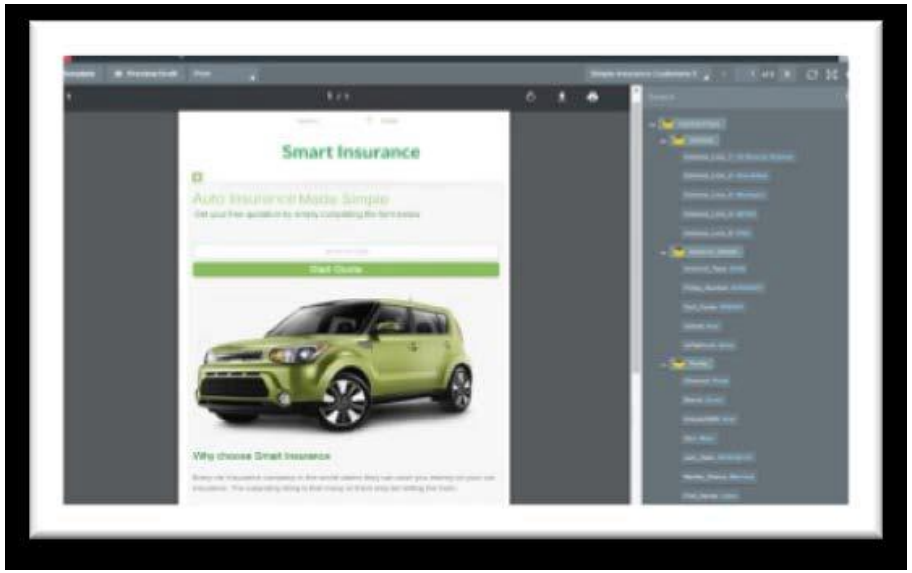
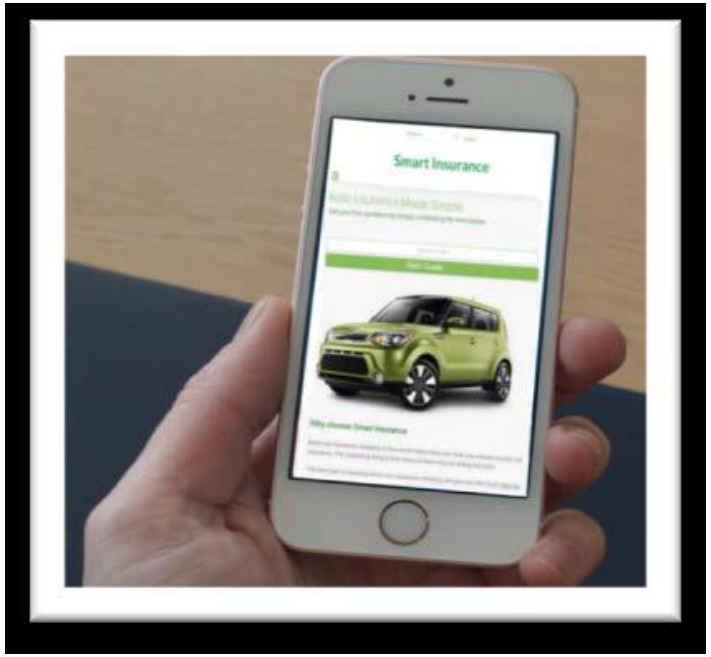
Device Preview

What does my document look like on my phone?





Previewer | New Tab | remove audio camtasia - Google

SmartComms SC Limited [GB] | https://eu3.smartcommunications.cloud/one/previewer/#!bid=0&cid=1&css=reference&eix=0&msg=2&pid=154217531&rid=154387071&rvid=154431196&sid=154312551&tn=1&type=template

Apps | Dashboard | CSS Guide Download | Floats Tutorial | HTM

Templates > Projects

Template | Preview Draft | Device Preview | Sample Data | 1 of 2

Browser | Litmus Preview | Full Size | x | Data | Preview Options

SCALE Insurance

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Mr. Smith,

Thank you very much for prompty alerting us that you have been involved in an incident. We will be in touch further in the coming days.
From the information you gave us, we understood that:

Incident Information Report	
The incident occurred on:	1 September 2017

Channel: Email

Language: Any

Effective Date:

CSS Handling: Reference

Message Level: Information

CHANNEL: Email **EFFECTIVE DATE:** 10/05/2018

1 (1).ps

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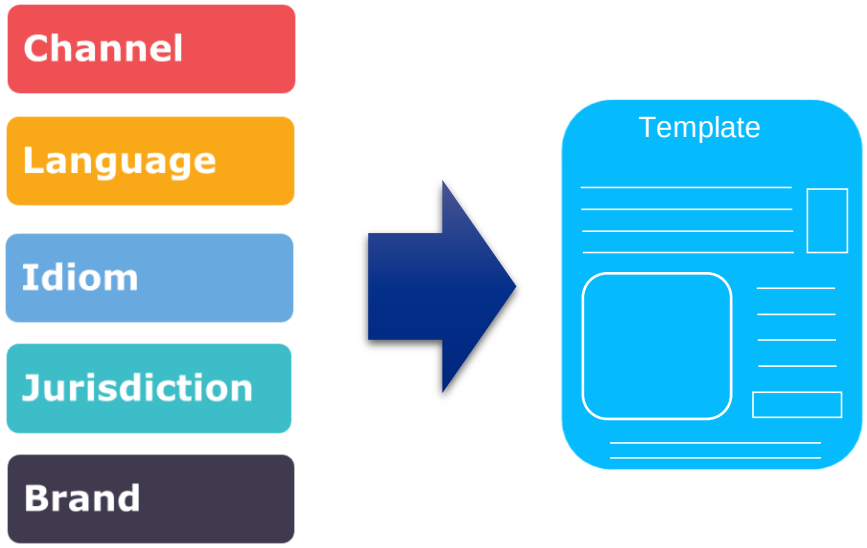
Editions Preview

Enable authors to preview multiple editions of a template from the Template Designer

- First part of the Editions feature from NOW within SmartCOMM™
  - Continue development in ATD for the time being.



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