



BayaTree Communication Exchange

Contacting Customers or Business Partners

Effective communication is critical to the success of any business. The BayaTree Communication Exchange (BCE) provides a multi-channel communication solution that lets you correspond with your customers or business associates in real-time. BCE is an automated two-way communication system that helps organizations reach out to clients and partners using voice, email, text messaging, and mobile applications. BCE can interface with your internal software application to create custom messages and transmit to targeted entities using their preferred channel of communication. Interaction can be tailored to your needs to achieve optimal results. Both site installed and cloud-based deployment models are available.

- Customers
- Business Partners
- Couriers/Delivery Personnel
- Patients
- Consumers
- Schedules/Appointments
- Accounts Receivable
- Notifications/Alerts
- Advertisements

Communication Channels

BayaTree has developed software and the associated telecommunication architecture to efficiently support bi-directional communication. The BayaTree Communication Exchange has three primary components:

- Application Interface
- Message Exchange Server
- Mobile App (iOS and Android)

This easy to deploy and cost effective solution supports the following types of messaging:

- Voice
- SMS (text)
- FAX
- Email

Application Interface

Using BayaTree's eMaven architecture, we can build an interface to your software application that maintains customer/partner demographics. Information accessed can include contact information, appointments, schedules, or other appropriate information that needs to be communicated. Selected data is extracted at the field level and customized to your requirements. The Application Interface can reside in your secure environment so that customer/partner records are secure. The following are examples of software applications that can be accessed via the Application Interface:

- Customer Relationship Management (CRM)
- Enterprise Resource Planning (ERP)
- Custom Applications



Message Exchange Server

The Bayatree Message Exchange Server obtains data from the Application Interface, constructs the messages, and delivers them to the customer/partner. It contains the telecommunication architecture necessary to support voice, SMS (text), FAX, and email communication. It includes a Web Portal for your Systems Administrators to:

- Configure message settings
- Access message statistics
- Review message logs

Mobile App

BayaTree has developed a generic Mobile Application that runs on Android as well as iOS Mobile Operating Systems to support text messaging. This generic Mobile App can be customized to satisfy your specific communication requirements. Customer/partners would be able to download the Mobile App from Google and Apple stores. After installation on their mobile devices, customer/partners only have to configure a User ID and Password to activate the device. The Mobile App includes the following features:

- Automatic retrieval of notifications
- Review of and response to notifications
- Time based notification retrieval (30 minutes, hourly, daily, etc.)
- Saving of UID/PWD so that manual login is not required for each retrieval
- Configurable alerts and reminders
- Future integration with other home devices



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