

HipLink Grouping and Departments



HipLink is a robust, highly scalable enterprise software application that delivers reliable wireless messaging solutions to any data or voice enabled wireless device, mobile or land phone, PDAs, pagers, email or fax

SPECIALIZED GROUPS FOR TARGETED DELIVERY

The Right Person... The Right Time

- Ensure that your critical messages reach the right people
- Eliminate the costs of missed opportunities and poor communication to your business
- Avoid desensitization and your critical messages getting ignored

When the message really has to get there, trust HipLink. HipLink removes guess work by providing comprehensive suite of powerful features to ensure proper message delivery on-time, anytime, to any device through an advanced grouping feature.

- **Broadcast Groups** – one message to all members quickly and efficiently
- **Escalation Groups** – messages to individuals, groups or levels of management that escalate if not confirmed. Helps reduce desensitization problems while ensuring response.
- **On Duty Groups** – define schedules for employees that receive wireless alerts. Messages are sent only to those employees who are on-duty or on-call and able to resolve problems.
- **Follow-Me / Find-Me Groups** – send messages to multiple devices based on a defined schedule or escalation for employees who utilized different devices.
- **Rotate Groups** – send messages to different members within a group in automatic rotation based on a defined order. HipLink will automatically distribute messages evenly based on who's next.
- **Quota Send** – a specialized group for when you need to fill a quota number.
- **Ad-Hoc Look-Up by Attribute** – Run a query for receivers who match specific attributes.

DEPARTMENTAL ADMINISTRATION AND ACCESS

Easy to Manage and Maintain

The effectiveness of any messaging solution can be measured by its ease of use and instant accessibility across the entire organization. HipLink provides an advanced permissioning engine through its intuitive Departments feature.

The Departments feature in HipLink allows the system to be divided into departmentalized logical units based on an organizational structure, geographic regions, among other factors. This enables business rules to be incorporated into management for distributed control.

Employees can be assigned permissions to certain departments. They can then be restricted to manage and/or send messages to members of a specified department.

- Administrators assign the Department and designate administrators with permissions to perform all functions to control and maintain their own group.
- Employees manage their own groups and set up devices, users, make changes, and control who can send messages.
- Any employee or group can be authorized to send messages only to their own department.
- Guests can be assigned to any department giving them permission to send and receive messages from the departments they are assigned. This allows those who manage multiple groups or departments to stay connected to their various groups.

HIPLINK GROUPING AND DEPARTMENTS

HipLink incorporates the latest wireless technology to ensure effective enterprise communications today and well into the future. The powerful Grouping User Permissions and Department features further enhance enterprise communications by delivering critical messages to the right person all the time, any time, to any device.

This not only provides the most efficient method of corporate communication, but it also helps organizations realize additional benefits.

To be effective, wireless communication solutions must be able to improve an enterprise organization's current method of doing business. The ability to instantly receive information provides significant competitive advantages by allowing organizations to: respond to customer inquiries faster, service more customers in given period of time, and offer more responsive customer assistance. However, if that information is not able to reach the right person or if it gets ignored due to message desensitization and overload, business can stall and customer dissatisfaction can rise.

HipLink brings effective communication technology to today's enterprises. Using the latest technology coupled with powerful Grouping and Departments features, HipLink ensures delivery of your critical messages on time, every time. Escalating service calls to the next available technician automatically lowers the costs associated with communication by reducing the number of messages necessary to reach an intended recipient. Finally, HipLink can help improve overall customer satisfaction through effective and responsive communication.

BENEFITS

- Lowering costs by effectively reducing the number of notifications generated by your messaging system
- Reducing desensitization by eliminating unnecessary messages
- Improving overall corporate communications
- Ensures proper messages get to the right receiver(s)
- Reduces the number of unnecessary messages sent
- Ensures system updated in real time
- Improves responsiveness and employee productivity
- Lowers costs associated with sending messages



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