

A screenshot of the login interface for Texel Suite. It features a teal header with the word 'Login'. Below the header, there are two input fields: 'Username' with the placeholder text 'username' and 'Password' with the placeholder text 'password'. A teal button labeled 'LOGIN' is positioned below the password field. At the bottom of the form, there are two links: 'Forgot Password' and 'Register'.

WELCOME TO TEXEL MESSAGING!

What is it?

A messaging app, part of "TEXEL SUITE" by Texel Solutions Ltd, which makes it dead easy to send out a mass broadcast of a message to recipients via 3 channels simultaneously: Email, bulk SMS and WhatsApp. Send a customised message directly to recipients from a single interface within 5 minutes and be sure with 99% certainty that they shall read it because it goes to them via Email, SMS and WhatsApp simultaneously.

What problem is it solving?

Mass communication with clients in an easy, effective, efficient and cost-effective way. No more worries about whether your message has been received. Create your message, send it and go to sleep knowing that it has reached everyone.

Why is it any better than current communication methods?

Current inefficient methods typically use only one communication method only and chances of the message being missed are high. Many people don't read emails regularly. WhatsApp groups are now very ineffective because everyone is in 10 WhatsApp groups with 100 members and gets 500 messages per day. No one has time to read all that.

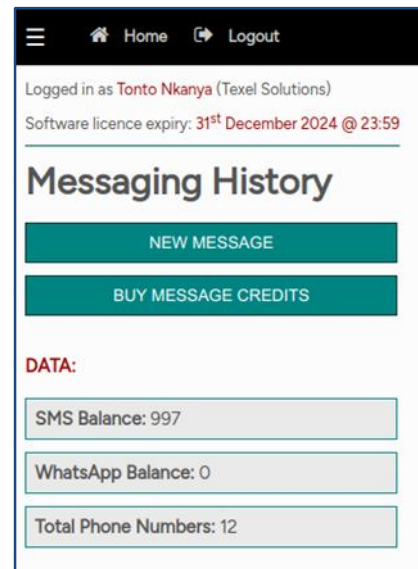
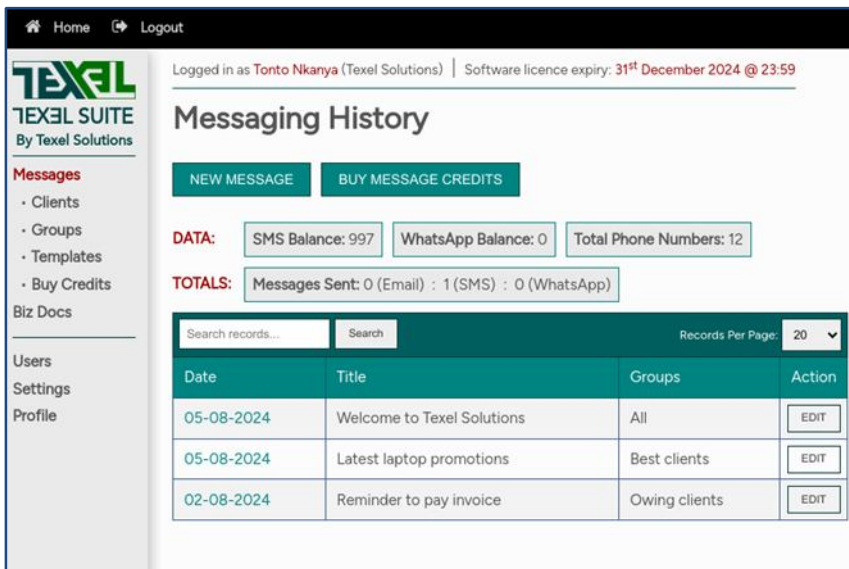
SMS and a direct WhatsApp message (not via a WhatsApp group) are the most effective channels, but sending an SMS and/or WhatsApp message directly to even just 50 people is tiresome and tedious. Texel Messaging solves all that by enabling you to compose a message only once within 5 minutes and at a click a button, off it goes to hundreds or thousands of people on 3 channels simultaneously! It works like magic!

How does Texel Messaging work?

It works in the cloud by sending out your message to all the recipients you select. It sends the message directly to each person on 3 channels and thus guarantees 99% being seen. The SMS channel ensures that people without a smartphone get the message.

How do I use it?

After your account is created and approved, you login using a web browser to the app from your laptop, tablet or smartphone. You create a group of recipients, add recipients to that group, then compose a message and send it to that group and everyone assigned to that group gets the message.



What are the use cases?

There are plenty. Reminders to pay invoices or bills, notifications of upcoming events, appointment reminders, thank you message, welcome message for new customers, special offers and promotions, latest arrivals of products, announcements, etc.

What advantages does Texel Messaging have over other solutions?

It combines 3 communication channels into one easy to use seamless interface. Other solutions only have bulk SMS or Email or are missing WhatsApp. Texel Messaging combines everything. It is cheap, efficient, powerful and fast.

What are the main features?

- **Customised messages:** Compose a message with “placeholders” which get replaced with unique data for each customer when the message is sent out. eg insert the “{name}” placeholder in the message and it gets replaced with the name of the recipient. So instead of a generic message like “Dear customer”, you can now send a more effective customised message like “Dear Tonto Nkanya”. Select from multiple placeholders for most use cases such as {number} to be replaced by an invoice or receipt number, {dated} for the date of something, {due_date} for invoice due dates, {amount} for an amount owing, etc.
- **Flexibility:** You can select any combination of channels. eg Email and SMS, WhatsApp only, SMS only, etc. Segregate recipients into different groups to target messages to different sets of people. eg people owing for a bill can be put into one group and targeted. You can create a group for your best clients and make them special offers. You can edit which groups any client is in at any time.
- **Bulk import of clients:** You can import many clients into Texel Messaging using a spread-sheet. You can edit their details by overwriting with a new spread-sheet.
- **Attachments:** You can send file attachments on the Email and WhatsApp channels.
- **Queuing of emails:** Free email providers like GMail, Yahoo or Outlook block large numbers of emails sent into their system in a short space of time and treat them as spam. If you try to send a message to 500 people for example by using the CC or

BCC function from your email, only about 100 will go through and the rest will be blocked. Texel Messaging sends emails in smaller batches to guarantee delivery.

- **Direct WhatsApp messaging:** Say goodbye to tedious WhatsApp groups with 500 members, endless arguments and 1,000 messages per day! Send a message directly to separate individual phone numbers and get direct responses.
- **Powerful Bulk SMS:** Send a customised SMS message with the name of the recipient to even tens of thousands of people easily and efficiently. No more composing messages one by one or sending a generic impersonal SMS.
- **Resending of messages via "templates":** Save any message you have sent as a "template" and reuse it in future with one click or tap.
- **Orders:** Place an order for bulk SMS and WhatsApp credits within the system. You can also place an order for the annual licence fee.
- **Statistical data:** See how many messages you have sent out on each channel. Keep track of your bulk SMS and WhatsApp pre-paid balances.

How much does Texel Messaging cost?

It costs **only** one thousand Kwacha (K1,000) per month for the software licence fee for most organizations. This is cheaper than hiring a clerk! Big heavy users will be charged a different negotiated fee. For bulk SMS credits, it is K0.20 (20 ngwee) per SMS (every 153 characters). WhatsApp messages cost one Kwacha (K1.00) per "conversation". A WhatsApp "conversation" is any exchange of messages with a client in any 24 hour period. You send a message to a client, they respond, you respond, etc. It is counted as one "conversation" as long as all the messages are exchanged within 24 hours. After 24 hours, the conversation is reset and you are charged another K1 for the next 24 hours of interactions. If the client initiates the conversation, you do not pay.

Can I test it out for free?

Yes! Get a 14 days fully functional trial version upon request with no obligation. Just buy bulk SMS and WhatsApp credits if you need them during the trial. Email sending is free.

Great! So how do I begin using the app?

Go to the app page at <https://suite.texel.co.zm> and click on "Register", at the bottom.

How can I contact Texel Solutions?

Full contact details are at the bottom of the app page.

Phone: 260 966848059, 977848059, 978691965, 950604719, 977243783, 969969696

Email: texel@zambia.co.zm

Website: <https://texel.co.zm>

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