**How does it work?**

The Tranz-Connect subscription service allows a subscribed company, sole proprietor or enterprise client to appear to all mobile consumers using the free Tranz Messenger App. Currently available for iOS and later for Android and Web, the Tranz-Connect App is a separate App only for subscribed businesses to use. The subscription fee of US$9.99 is a per user fee, billed and charged monthly. After registering online for Tranz-Connect service, Tranz will issue the subscriber their sign-on credentials. No telephone number is needed to subscribe because this is not practical with a company that subscribes multiple employees or departments to the service.

After subscribing to the service, businesses log in and log out of the service using the Tranz-Connect App and their assigned sign-on credentials. This App allows for unique sign-on credentials extending the service to different departments, agents, representatives, etc. within any company.

Specialized setup and configurations for companies is available, including Web browser access to Tranz, analytics, etc. by sending your requirements to Tranz at [info@tranz.me](mailto:info@tranz.me) additional fees may apply for any custom configurations.

When a company is logged on to the system, Tranz Messenger users can find a company by searching the database within the free Tranz Messenger App to initiate a conversation. Consumers can drill down to the department within a business depending on the log on credentials assigned to the business on Tranz-Connect. Businesses can use a mobile device to respond to consumer messages, but many businesses will use our Tranz Web based browser option available in mid December. Businesses can stay logged on 24/7 or log on during normal business hours, as applicable.

**Why Tranz-Connect and Tranz Messenger?**

According to Harris Interactive, 75% of customers believe it takes too long to reach a live agent.

Tranz-Connect is poised to take advantage of current industry trends. Those trends in business, according to Forrester Research indicate that:

1. Customer Service will adopt a Mobile-First mindset.
2. Customers expect business outbound notifications.
3. Companies will explore proactive engagement with their customers.
4. Analytics will improve End-to-End service.
5. Customer feedback will operationalize insights.

A recent American Express Survey indicates that the most cringe-worthy phrases customers don’t want to hear are:

*“We’re sorry, but we’re experiencing unusually heavy call volumes. You can hold or try back at another time.”*

*“Your call is important to us. Please continue to hold.”*

Grand View Research indicates that live call customer support is decreasing as live chat is expanding. Because live chat ties a customer to a computer, effective mobile customer care has become a necessity as consumers are increasingly looking for mobility services across multiple platforms.

Tranz is the mobile solution for businesses.

1. Tranz will allow users to contact subscribed businesses easily and conveniently from their mobile device using text instead of a live phone call.
2. Tranz delivers a push notifications to the consumer’s mobile device when a representative is available, thus, eliminating the consumers need to closely monitor their computer or endure long hold times on a live voice call.
3. Tranz allows the consumer and the customer service representative to share multimedia messages, which include pictures or documents at attachments.
4. All conversation can be easily stored for future reference on the user’s mobile device to ensure accuracy of previous conversations.
5. Tranz allows consumers to interact with a business’ support staff while on the go
6. Tranz allows a business representatives the ability to handle multiple requests simultaneously, and never miss a customer request for support or a sales lead
7. Tranz provides an enterprise client with secure cloud based technology which results in reduction of support staff, increased tracking and reporting and higher customer satisfaction without large upfront investments in equipment and employees
8. Tranz allows businesses to increase their customer satisfaction through effective communications.
9. Tranz allows businesses to advertise their products and services to their customers via Tranz which translates to increased revenue via sales for the business.

The Tranz Product:

1. Available on all iOS and soon on Android mobile devices (phones, tablets, etc.).
2. Tranz is FREE.
3. Tranz-Connect is a subscription service made for business starting at US$9.99/month per user in the business. Sign up at [www.tranz.me](http://www.tranz.me) .
4. Website plugin for secure web Tranz chat access available soon.
5. Geo-Location and push notifications capable.
6. Secure encrypted Servers, to ensure privacy with all communications, international or domestic, including Tranz’ Enterprise clients.
7. Secure HIPAA compliant Servers offer an additional layer of privacy for PHI content communications whether for the Enterprise healthcare company or healthcare provider for secure communications with Members or Patient.
8. Conversation history stored only on the user’s device offers a look-back reference source to the user, something not available with most voice systems.
9. Provides Secure Multimedia sharing features (pictures, documents, etc.)
10. Real time electronic language translations available on demand as applicable.
11. Business directory listing with sub directory filtering and favorite settings.
12. Full messenger features for secure personal connections with friend, family and businesses worldwide….all in YOUR LANGUAGE..
13. Real-time language translation feature

Find us at [www.tranz.me](http://www.tranz.me) or email us for more information at [info@tranz.me](mailto:info@tranz.me)