

Ecosmob Technologies Pvt. Ltd. launches 'CosmoBS' for Voice Message Broadcasting (VMB) and Fax Broadcasting

Ecosmob Technologies Pvt. Ltd., an emerging IT vendor from India, has launched 'CosmoBS' to offer automated marketing solution for Voice Message Broadcasting (VMB) and Fax broadcasting. The product can transmit thousands of concurrent Calls or Fax at tips of finger.

As per Ruchir Brahmabhatt, Director of Ecosmob, 'We could sense the market need since some time. There's too much pressure on the Call Centers and Marketing Service Providers to reduce their operational costs as the profit margins have squeezed down. We found a huge scope in automated marketing solutions that deliver customized and cost-effective campaigns without affecting the quality output. It's also interesting to see that there are only handful competitors while the demand in the coming time is going to be huge.'

CosmoBS has a simple and user friendly GUI that can directly upload the entire phone or fax lists at single click. One can also pre-set the campaign start time and finish time. The entire campaign is finally followed by a comprehensive report for the user to judge its performance.

As per the Director of an US based Call Centre who is also a business affiliate of Ecosmob, 'I run campaigns for collections and financial service marketing on behalf of my clients. Initially when these guys offered me their alpha version for testing purposes, I was a bit reluctant of how would this work for me. But right now I am more than satisfied as I have been able to slash my hiring and space leasing requirements by 30-70%. This has really relieved me in the current market conditions where sustaining my business in spite of depleting profit margins is a prime concern.'

Initially, Ecosmob plans to pitch the inbound and outbound customer service centers, virtual assistant desks and even yellow page directory owners while it does see a robust demand from mid to large sized companies who deal with customers on front-end.

For further details about CosmoBS, please visit

<http://www.asteriskservice.com/asterisk/products/cosmobs-broadcasting-system.html>

(© India PRwire / India eNews)