

FEATURE BRIEF

SMS Broadcast



One Solution. Instant Connection.

Cloudli Connect's SMS Broadcast enables Beyond or Extension users linked to an SMS Broadcast Telephone Number to send text messages to a group of contacts, at the same time. Integrated within the Cloudli Connect platform, this feature combines voice and text in one simple, unified solution—enabling users to manage all communications from their Cloudli Connect Softphone, on desktop or mobile.

Why Use SMS Broadcast?

- **Conversation at Scale:** Send mass messages while enabling personalized, two-way conversations
- **Shared Visibility:** Replies create private threads visible to all assigned users for seamless follow-up
- **No Hardware Required:** Fully cloud-based—no additional equipment required
- **Efficient Engagement:** Boost responsiveness and simplify team-driven customer outreach

Use Cases

- **Retail Promotions:** Retail chains promoting sales or limited-time offers to drive traffic and repeat business
- **Event Coordination:** Youth organizations streamlining event communication with parents or members
- **Customer Feedback Campaigns:** SMBs gathering insights from VIP customers for product development or market testing

How it Works

The SMS Broadcast add-on is provisioned to a dedicated number and managed via the Cloudli Portal. Assigned users send messages through the Softphone app to configured contact groups. Replies create private one-to-one threads visible to all authorized users for seamless follow-up.



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