



Let your Reps **ZING**!

Send **Text Messaging** without compromising Compliance.

The **ZING Communication Module** enables deeper engagement with physician customers, helping sales teams build compliant relationships around communication that matters.

Benefits of **ZING Communication Module**:

- **Increase Efficiency**
Streamlined communication with customers, without impacting sales resources
- **Flexible Messaging**
Enables compliant, legal-approved Text Templates that can be updated often to provide variety and personalization
- **Reach more Customers**
Text Messages have an average open rate of 98%, compared to email at 20%
- We can advise your marketing team and/or agency on the development of message templates
- Messaging and portal are customizable and brandable
- Content and message templates are pre-approved by your Compliance
- Track individual messages, link clicks and detailed analytics
- Integrate back to HCP profiles in your existing CRM
- Easy user experience under compliant infrastructure

