NEWZAPP COMMUNICATIONS

An omnichannel communications platform



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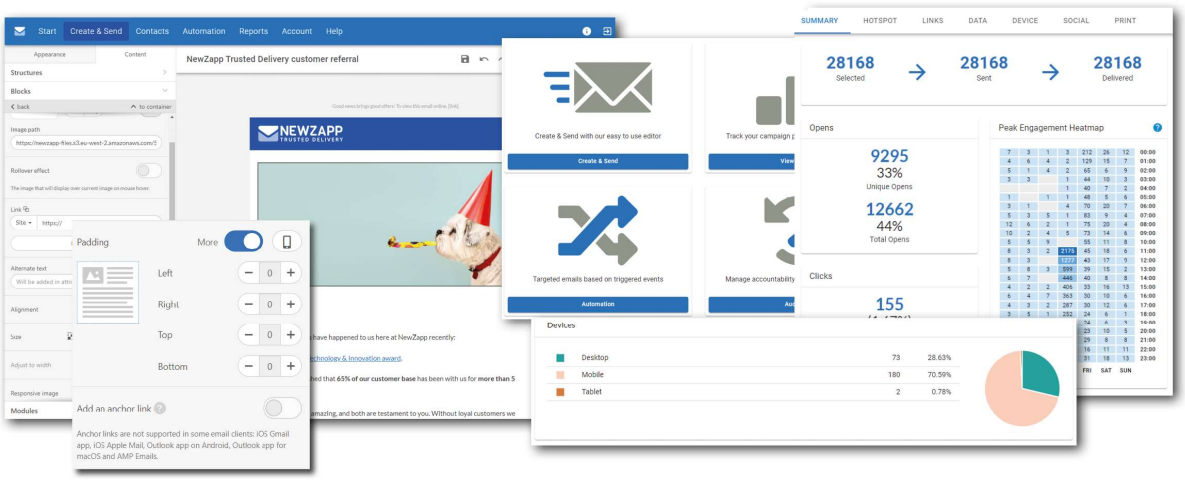
Trusted to deliver communications by

Send engaging email communications that reaches everyone

NewZapp is an award winning email communication platform that will deliver all of your campaign emails to your contacts every single time. No spoofing issues. No junk folders. No warnings of external emails.

Organisations and Partnerships up and down the country rely on us to deliver attractive, trackable emails to their databases.

We have developed NewZapp Communications to maximise deliverability. Every time you click send you know your campaign communications messages will arrive with your intended recipients.



The NewZapp system is providing us with a greater level of understanding on what contacts are reading. This is helping us to create more engaging and valuable content on subjects they want to hear about.

Andrew Manning – Network Rail Route Services

Thanks to the work we do for the NHS, NewZapp are proud winners of a Technology & Innovation award.

NewZapp is the only provider in the world who can guarantee delivery of NHS email communications.

WINNER
Exeter Living
AWARDS 2022
TECHNOLOGY & INNOVATION

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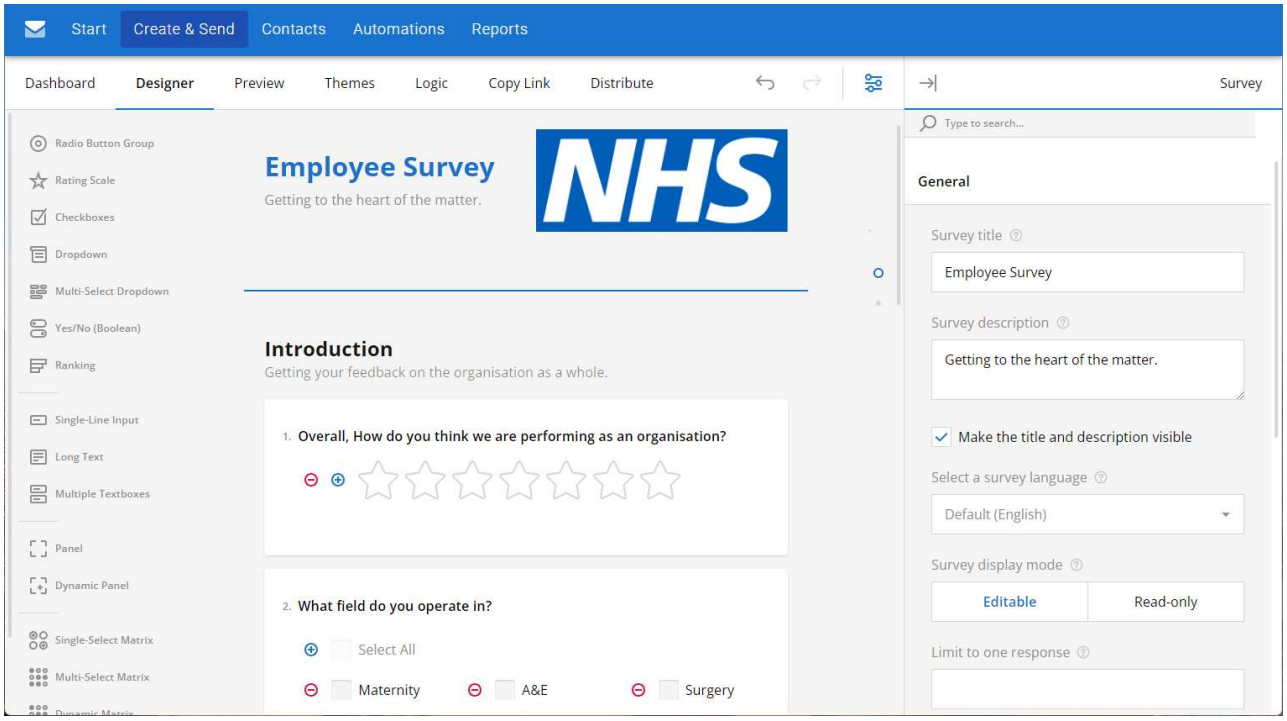
NewZapp is a product of DestiNet Ltd.
Bradley House, 7 Park Five Business Centre, Harrier Way, Exeter, Devon EX2 7HU, UK.
Registered in England and Wales with Co No. 3679291.

Contact surveys

Our survey tool is intricately connected with your existing communications ecosystem. Integrated with our mass email platform and landing pages as well as Teams, Viva and SharePoint. You can effortlessly send targeted questions to the right segment or stakeholder group. NewZapp unique QR code campaigner makes your content accessible by everybody no matter where or when they are in the world.



You can be confident that even your hardest to reach contact will have a voice, will have access to your surveys and receive the information they need and want.

Our Inherent integration allows you to transform survey responses into actionable data, facilitating a seamless transition from feedback to strategy.

XEIAD

NewZapp gives me the usability and data I need but it does so with such ease. Everything is intuitive and their personable support is the cherry on the cake!

Marketing and Communications – XEIAD

QR code campaigner

QR Code Campaigner is accessible by everybody no matter where or when they are so you can be confident that even your hardest to reach contacts will have a voice and receive the information they need and want.

It solves the problem of reaching contacts who do not have access to email.

By utilising the resurgence and acceptance of QR Code technology the team at NewZapp Communications have changed the way crucial, and often critical, campaign communications are delivered.

Using the NewZapp platform to generate location-specific QR Codes and placing them on signs and posters in canteens, break rooms, car parks and other locations you can provide an easy way for contacts to use any phone to quickly scan and read the latest information.



Landing pages

Updating noticeboards and web platforms can be time consuming, repetitive and runs the risk of becoming outdated and stale. NewZapp provides the answer with the ability to create landing pages / microsites in the same omnichannel platform as the rest of your content channels.

Keeping relevant information at your fingertips ready for distribution via email, QR code, SMS, Microsoft Teams and Viva engage.

Instant messaging channels

Reach contacts where they work. Increase the effectiveness of your communications strategy by giving contacts the choice to receive content on their favourite platform, including Microsoft Teams, Viva Connections and SMS.

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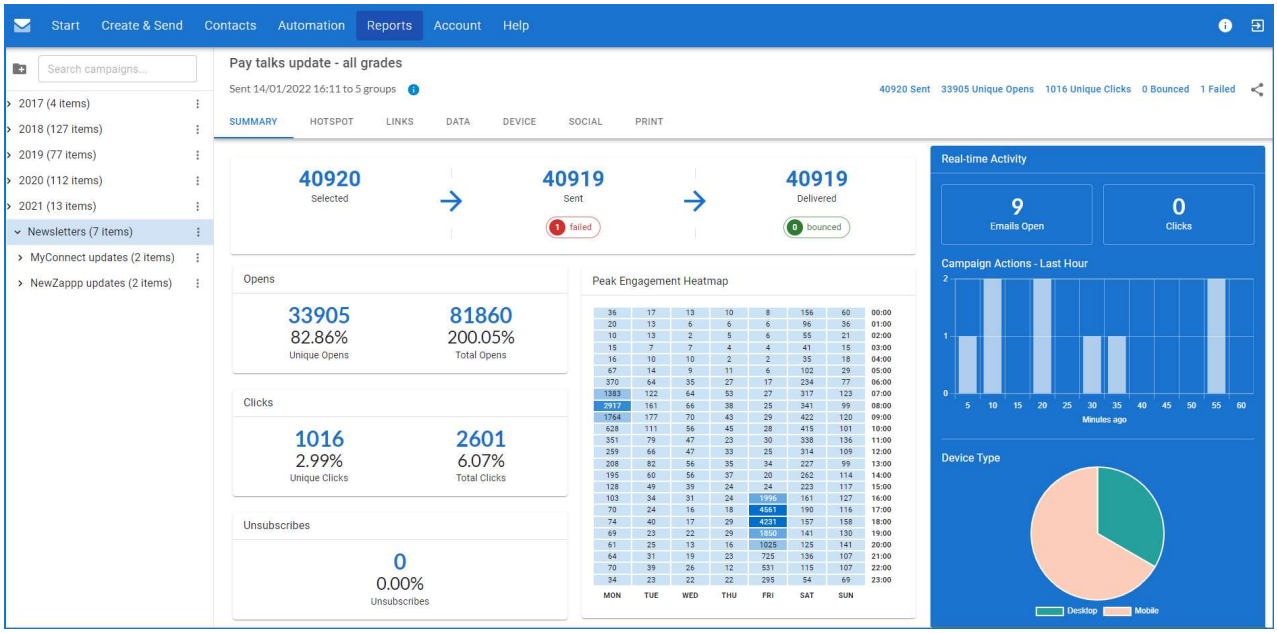
Detailed analytics

Data is power. Our reporting statistics show you which campaigns have resonated with your contacts, and which haven't. This enables you to make informed decisions that continually improve your campaign communications.



All from one easy-to-digest screen you can see engagement scores, open rates, clicks, survey results, QR code traffic and more. The time and day your campaigns has been viewed and the device they have used to read your contebt. You can even see the performance of your campaigns in real-time and the parts of your content that have captured the most attention.

UNIVERSITY OF LEEDS

"I'm writing to let you know how helpful our account manager has been over recent weeks. They could not have been more helpful, making suggestions and encouraging me to try new things like countdowns and links to videos. When the meeting ended they said that I should contact them for any more help. Cheerful, helpful and patient."

Communications team - University of Leeds

Data Security

An omnichannel communications platform you can trust. **UK based servers and service back by ISO 27001 certification and registered on NHS England Data Security and Protection Toolkit.**

With no data security breaches since our inception over 25 years ago, we are extremely proud to continually provide a service our customers can rely on. We achieve this by maintaining the very highest security standards and ensuring our supply partners do the same.

ISO 27001

In additional to the industry standard accreditations, we have ISO 27001 – the highest international information security standard.

It takes a lot of work to achieve, and maintain, this certification but it is worth it for the peace of mind it gives our customers.

Cyber Essentials certified

Cyber Essentials is a government backed scheme that ensures we have good practice in information security.

Certification gives you reassurance that your data will be protected against the vast majority of common cyber-attacks.

G-Cloud Supplier

The G-Cloud framework is an agreement between government and cloud software suppliers. Suppliers must comply to strict guidelines and requirements, making buying services through frameworks safer than entering into individual procurement contracts. You can find out more about NewZapp on the Digital Marketplace.

GDPR compliant

We only store your data on UK-based servers and all data handling team members at NewZapp are fully trained on the latest legislation. This guarantees that your data will not leave the UK giving you complete peace of mind that you will be GDPR compliant.

Full account support and management

Omnichannel communications are all about people. We firmly believe that it is a combination of our software, and our people, who help our customers sore high on their quest to improve your campaign communications.

Your named customer service manager will be with you every step of the way ensuring you get the most out of NewZapp.

We are passionate about our support. 94% of our users score us a 9 or above in our quarterly customer satisfaction surveys.

It's this personable approach that makes the difference for our users.



NHS
Royal Papworth Hospital
NHS Foundation Trust

"We enjoyed meeting our account manager, just thought we'd email to let you know that they were super friendly, efficient, approachable and offered us considered opinions and advice on our campaigns; and generally made us feel like a valued client. "

Royal Papworth Hospital NHS Foundation Trust

Experienced with procurement and information management policies

Our Account Managers and support team are on hand to help you navigate your organisation's governance and information management policies.

We work with clients across all industries with differing policies, requirements and skill sets so our experience will help you and your team seamlessly transition through the process of setting up a new supplier.

Branded content design

With years of experience working alongside large organisations, NewZapp provides the tools that ensure clients never dilute or deviate from their brand.

- ✓ Feel confident that your bespoke brand requirements have been catered for
- ✓ Relax in the knowledge that you won't be asked to accept an "off the shelf" solution.
- ✓ Benefit from exacting attention to detail with your communications project as standard.
- ✓ Enjoy the level of support experienced by hundreds of NewZapp users for over 20 years.



The NewZapp design team are on hand to create your emails to ensure high deliverability.

Your content templates are not only built to avoid SPAM filters but also to conform to accessibility standards, including Web Content Accessibility Guidelines (WCAG) AAA compliance.

Training and onboarding

Whether you are moving from another supplier or taking the step from Microsoft Outlook to a dedicated platform, we offer full training and onboarding to get you up and running.

We run regular webinars, feature update refreshers and full in-house training days for all our customers to benefit from.

If you are looking to learn techniques to increase email deliverability or would like to train your team on increasing contact engagement, let us know.

Licence Pricing

NewZapp Communications pricing is based on how many user licences you require for the account and how many emails you plan to send.

Included in a NewZapp Licence:

- ✓ Email campaign create & send
- ✓ QR code campaigner
- ✓ Surveys
- ✓ Landing pages
- ✓ Contact management
- ✓ Campaign analytics

Licencing	
Users	Annual fee
NewZapp Licence (3 users included)	£6,500
Additional Users	From £900 each
Unlimited Users	£P.O.A

Email sending credits	PPE (pence per email)
An email sending credit equates to a single email sent. For example: 1 campaign sent to 1,000 contacts is 1,000 email credits.	From 0.495p
Unlimited email credits	£P.O.A

Alternately you can opt for our Ultimate model which gives you unlimited users and email sending credits.

Additional Options

Setup & Onboarding

Our customer success team will work with you to ensure all technical elements are taken care of to ensure maximum delivery and your governance requirements are completed.

£1,000 + vat.

Branded template designs

With years of experience working alongside large organisations, NewZapp provides the tools that ensure clients never dilute or deviate from their brand.

£700 + vat.

Onsite training

Take your onboarding to the next level with training at a location of your choice. Learn every element of the platform and benefit from valuable hints and tips to maximise your campaigns.

£1,500 + vat. (5-users)

East Lindsey DISTRICT COUNCIL

"The platform allows us to pull in content and images easily, create one off newsletters, set up several distribution groups and easily manage contacts. I would recommend them any day of the week!"

East Lindsey District Council