



# Communicator

A communication solution using mobile technology as a learning and training platform for any mobile workforce.

# Communicator – An Overview

## Situation

- The overall availability of mobile phones create the opportunity to communicate through text and voice with millions of people.
- Large and public enterprises seldom take advantage of this ability to engage their stakeholders through training or real-time communication channels like SMS and USSD.
- While smartphones offer many opportunities, SMS and voice communication remain the most reliable way to interact with a large percentage of people, including those who only have standard mobile phones.

## Solution

Mezzanine's Communicator Programme:

- Structured content scheduled for individual users via SMS and IVR (Interactive voice response).
- Enablement tools:
  - Group chat.
  - Job aids & decision trees.
  - Content search.
  - Diagnostic trees.
- Worker supervision:
  - Performance management reports.
  - Workforce management data.
- Compliance content and on-the-job training.

## Benefits

- Communicator can be used by any organisation or industry.
- Easy to use. Web-based configuration tools allow for easy expansion of learning content.
- Flexible. Can target individuals as well as groups. Supports peer collaboration.
- Reach and train users simultaneously without the need for classroom tuition.
- Direct engagement with stakeholders at times and at a pace convenient for them.
- Ability to monitor user performance and progress.
- Assist communities to take ownership of local mobilisation and engagement using readily available information and communications technology infrastructure.

# How Communicator works

Communicator is an interactive mobile phone solution that uses voice and SMS to transfer knowledge to individuals, teams and communities that operate in the field or a workforce in an industry.

Content managers create the training content through an intuitive web portal. The content is then combined with clever scheduling technology to create specific audio files or interactive SMS conversations to be made available to trainees or users. Users receive prompts via SMS to inform them about the availability of new training material and then dial in to listen to the content. When done, users conclude the training session by answering subject related questions via SMS as confirmation that the material had been accessed, as well as that it had been understood.

Communicator's community organisation functions, furthermore, allow users to be teamed up in order to motivate peer learning and group communication through SMS chat functionality.

Content managers have real-time access to user performance and progress and can recreate or reschedule content for maximum benefit of the target audience.

# Key Features

## **The Communicator package includes the following:**

- Upload voice and SMS content through a single web portal.
- Schedule blended, interactive sequences (including, for example, an audio lecture, SMS survey and interactive on-the-job training activity) for a single user or per group.
- Automate reminders, performance notifications and group chat sessions to encourage collaboration between peer group members.
- Monitor performance and manage progress in real time through a web portal and smartphone application available to group managers.
- Isolate individuals or user groups for focused but flexible training, allowing each participant to progress in their own time, 24 hours of the day.
- Create a personal digital record of compliance for each individual user.
- Support multi-lingual learning in a single platform – create one central learning module, but served to users in their own language

# Communicator Ecosystem

**USERS**  
*Platform consumers  
and contributors*



Community members or employees



Managers

**CHANNELS**  
*Paths for data  
exchange*



Phone Call (IVR)



SMS



USSD



Mobile Web



Mobile application



Desktop Web

**TOOLS**  
*High-level platform  
capabilities*

Blended training  
content

Productivity  
enhancement

SMS Group Chat  
and Surveys

Supervision

Content search

**CONTENT**  
*Can be customized for  
any industry*



Text-based information



Audio recordings



Interactive content

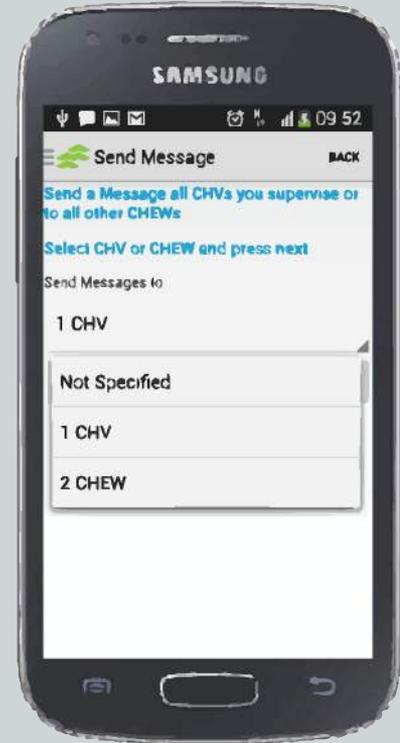
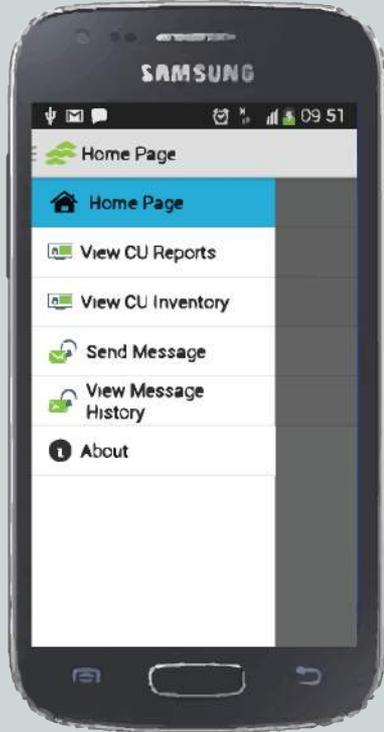


Decision trees

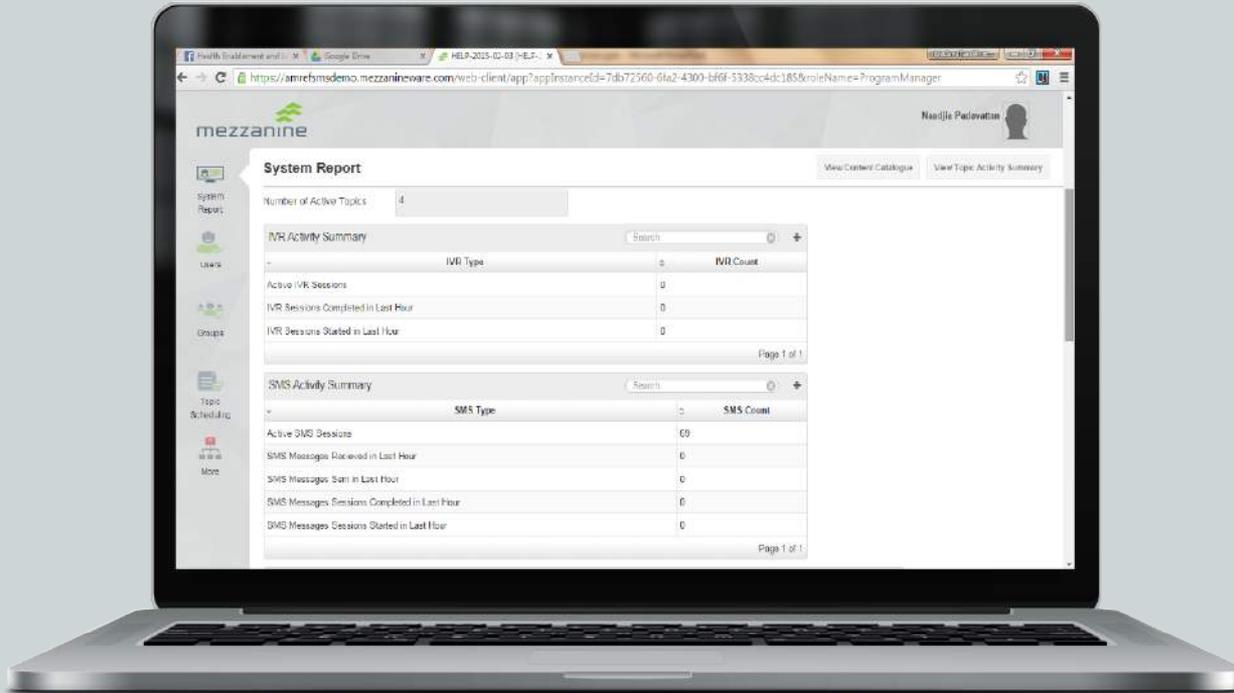
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COMPONENTS**  
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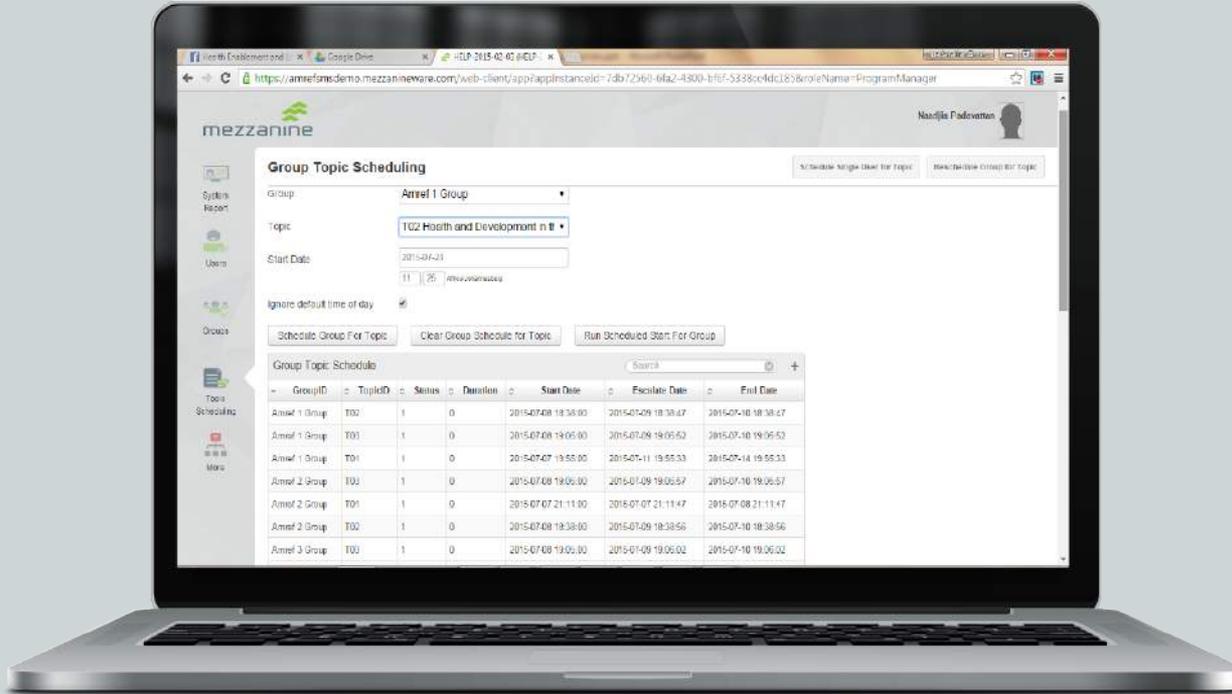
# Communicator Mobile Application



# Communicator Web Application



# Communicator Web Application



## Communicator

Communicator enables community engagement and training through any mobile phone without having to be in a classroom

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