

Direct Communicator



A Product of CAA Software, Inc.

Advantages vs. E-Mail & Social Network Solutions

Direct Communicator is a web-based contact management tool for optimizing communications between leaders and their teams. The teams can be in the same city, county, state, or anywhere across the country.

Direct Communicator helps leaders to quickly and easily update their groups or team members in a variety of ways – with a single tool. Leaders maintain contact information for each team member, and create and maintain group lists to control distribution of messages to targeted team members and specific group alignments. Unlike many social applications, users connect without any annoying popups or unwanted advertising and there are no private chats or social games that may lead to unhealthy relationships.

However, Direct Communicator is much more than an e-mail system.

- It facilitates leader communication with local or remote staff, teams, and groups in all of these ways: e-mailing, mass texting, automated phone messaging, file sharing, and an electronic bulletin board for news, announcements, schedules, important data, photos, links to other websites—and even post-it notes!
- Group members can maintain their own contact profiles and respond to team surveys and leader/member postings on the Comment Wall. They can review important news and data posted on the electronic bulletin board, and download files (forms, newsletters, PDF's, spreadsheets, presentation slides. etc.) from a cloud-like Internet storage area assigned to their team.
- It is Internet-based—no need for your own IT professionals to maintain servers, websites and databases—and no software to install on your personal computers or laptops. Leaders logon from home or office or while traveling and choose to communicate using whatever method seems easiest or appropriate to them. Team members may logon from home, office or wherever they have Internet access. They receive e-mail messages using whatever e-mail solution they have, or text messages using whatever carrier they have—Direct Communicator handles the transitions between e-mail and texting providers automatically!
- An executive module supports organizational connection to other Direct Communicator modules in a hierarchy. For example, Corporate or State level leaders may use it to connect seamlessly with local offices, retail outlets, or groups that are also using Direct Communicator with their employees, members, or contacts.

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The chart below depicts a comparison between Direct Communicator and other popular e-mail and social media communication solutions.

Features	CAA D/C	Others
Maintain Team Member Individual Contact Data		
Upload Team Member Photos to Contact Profiles		
Create & Store Customized Group Distribution Lists		
Send E-mail Messages to Group Lists		
Send the Same E-Mail Messages via Texting to Group Lists		
Generate Phone Voice/Broadcast Messages to Group Lists		
Use Quick Filters to Dynamically Create Group Lists		
Easily Add Custom Contact Data to Team Member Profiles		
Create & Maintain Questionnaires/Surveys		
Query Targeted User Lists through Questionnaires		
Tally & Report Questionnaire Results		
Maintain an “Electronic Bulletin Board” Web Page		
Share Info, Graphics, Pictures, Hyperlinks on Board or Wall		
Upload Documents & PDF Files to Shared File Storage Area		
Team Member Viewing of Electronic Bulletin Board/Wall		
Team Members Respond to Questionnaires/Surveys		
Team Members Download Shared Documents & PDF Files		
Team Members View & Post to Shared Comment Area		
Team Members Blog to Comment Wall Posts		
Popups, Uncontrolled Advertising, Private Chats		

Note: major Contact Relationship Management server or phone system-based applications can begin to approach the capabilities offered by CAA Direct Communicator—but you will not be productively using them just two hours after starting and they will not cost as little as \$29.95 a month! When you compare features, ease of use, and cost... there really is no comparison!

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Pricing Chart

Key:

D/C – Direct Communicator Module (supports basic capacities)

D/C Pro – Professional Module (supports higher capacities)

Comm – Commercial Module (supports highest capacities)

Exec – Executive Module (links hierarchically with organization of other D/C modules)

Plus – adds Online Calendar, Facilities Management, Event Registration, & Payments

Features	D/C	D/C Plus	D/C Pro	D/C Pro Plus	Comm	Comm Plus	Exec Module
Monthly Plan	\$29.95	\$49.95	\$39.95	\$59.95	\$49.95	\$69.95	Free
Annual Plan	\$300	\$500	\$400	\$600	\$500	\$700	Free
Maximum Reg. Users	500	500	1,000	1,000	2,500	2,500	N/A
Max Upload Stored Files	25	25	50	50	100	100	50
Max Single File Size	256K	256K	512K	512K	1 Mb	1 Mb	1 Mb
Max # of Surveys	10	10	20	20	30	30	20
Web Calendar		✓		✓		✓	
Facility Management		✓		✓		✓	
Event Registration		✓		✓		✓	
Online Payments		✓		✓		✓	
Organization Connections							✓

Note: A one-time setup fee of \$50 will be added to all Monthly Plans. If you choose the Annual Plan, the setup fee will be waived.