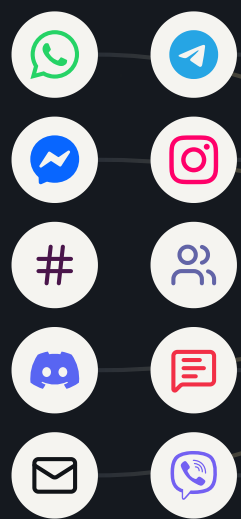


REACH

One hub for **every client conversation**,
on every channel your clients use.

Clients message you on WhatsApp, SMS, email, Telegram, Teams, your own web portal and more. Reach brings every one of those conversations into STRAX: one history per client, one console for your team, one API for your systems. Each channel is a package you install when you need it.

HOW REACH WORKS



37 CHANNELS IN



REACH

AI assistant · optional



Your team

One inbox for every channel



Client record

Contacts, linked identities, full history



Your systems

Application API and signed webhooks



One history per client

Messages from every channel land in one history per client, whatever channel they choose.



Verified identities

Link codes tie a chat to a real client record; each channel is open, known-only or linked-only.



One team console

Your team sees and replies to every conversation in the Reach console, on the channel the client used.



Open API & webhooks

Send, read and poll through one Application API; signed webhooks push every event to your apps.

37 CHANNELS AND 2 HELPDESK MIRRORS, ONE PACKAGE EACH

MESSAGING APPS

WhatsApp
Cloud API

WhatsApp
via Twilio

WhatsApp
via 360dialog

WhatsApp
via Clickatell

WhatsApp
via Turn.io

Telegram
bot

Messenger
Facebook Pages

Instagram
Direct

Viber
bot

LINE
Official Account

RCS
via Twilio

SMS, USSD & VOICE

SMS
Twilio · Clickatell

SMSPortal
SMS

BulkSMS
SMS

Africa's Talking
SMS

USSD
Africa's Talking menus

Voice
Twilio call-out · outbound

TEAM CHAT

Slack
app

Microsoft Teams
bot

Teams
channel posts · outbound

Google Chat
app

Google Chat
space posts · outbound

Discord
DMs · commands

Mattermost
slash command

Rocket.Chat
bot

EMAIL, WEB & PUSH

Email
SMTP · Postmark · SendGrid · Mailgun

Web chat
STRAX Sites portal

Push
OneSignal · outbound

Push
Firebase · outbound

Web push
browser · outbound

OMNICHANNEL HUBS

Infobip
SMS · WhatsApp · Viber

Sinch
SMS · WhatsApp · Viber · RCS

Vonage
SMS · WhatsApp · Viber · RCS

Bird
SMS · WhatsApp

ALERTING & HELPDESK

PagerDuty
escalation · outbound

Opsgenie
escalation · outbound

Splunk On-Call
escalation · outbound

Zendesk
ticket mirror · mirror

Freshdesk
ticket mirror · mirror



AI assistant

OPTIONAL ADD-ON

Switch on AI replies where you want them. It answers routine questions on any channel, uses a different model for unknown and verified clients, and hands the conversation to your team when it should. Off by default; your agents stay in control.

