Deis TECHNOLOGIES

CLIENT PROSPECTUS · 2026 · V2

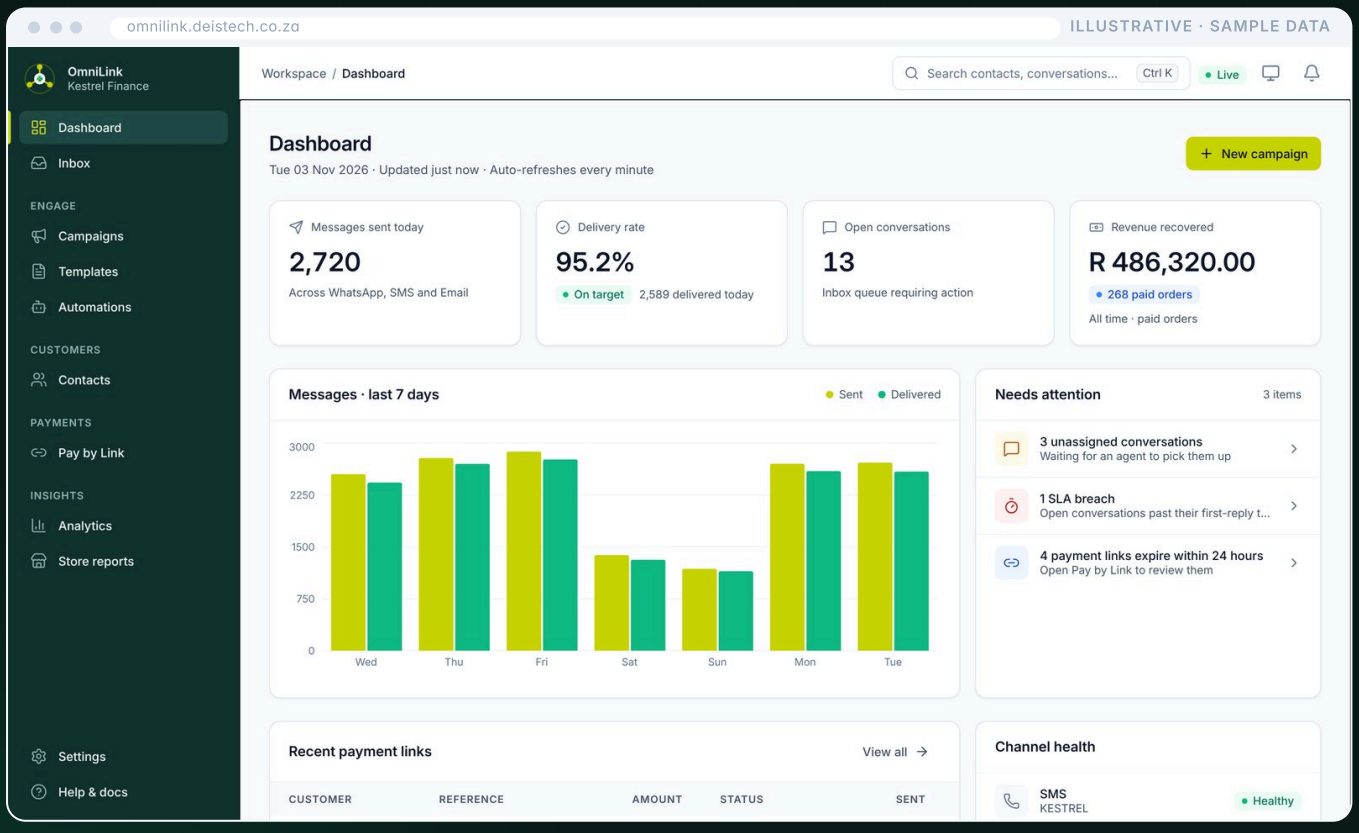
SHARED SERVICE · ENGAGE

OmniLink

Connect. Engage. Automate. One platform to converse, transact and collect — on the channel your customers already use.

WhatsApp, SMS, email and voice, with no-code conversation bots, a live agent inbox, Pay by Link and reminders — in one secure, multi-tenant workspace, with one consented, audited thread per customer. Deis is a Registered Meta Tech Provider on the WhatsApp Business Platform.

- WhatsApp Business
- SMS
- Email
- AI voice
- Pay & collect



PREPARED BY

Deis Technologies

ENQUIRIES

sales@deistech.co.za · +27 82 761 9921

WHY OMNILINK

Your customers already live on WhatsApp. Meet them there.

Every day your customers open a chat app before they open email, take a call or log into a portal. Yet most businesses still stitch that moment together from a marketing tool, a call centre, a payment gateway and a separate collections process — none of which talk to each other, and none of which keep a clean, auditable record of what was said, sent, paid or agreed.

OmniLink replaces that fragmented stack with one conversation. Acquire, onboard, serve, get paid and recover — inside a single WhatsApp thread, with the guardrails a regulated business needs built in from the first message.

4-in-1
Messaging, bots, payments and collections in one platform — not four separate systems.

60–80%
Of repetitive enquiries resolved by bots before an agent is ever involved.

100%
Auditable trail — every message sent, delivered, read, paid and agreed.

OMNILINK REPLACES

Marketing tool
Campaigns and broadcasts.

Call centre
Bots plus a live agent inbox.

Payment gateway
Pay by Link and Scan to Pay.

Collections process
Compliant reminders and recovery.

→ **THE SHIFT**

From channels that broadcast *at* customers, to a conversation that does real work *with* them — origination, servicing and collections, all in the thread they already trust.

ONE PLATFORM

Five capabilities, deeply integrated.

Each capability is useful on its own, and far more useful together, because they share one customer record, one consent ledger and one audit trail.

Omnichannel messaging

WhatsApp — dual-rail via Infobip or the direct Meta Cloud API — plus SMS, email and AI voice. Templates, campaigns, broadcasts and tracked links, with durable delivery so no message is lost.

No-code conversation engine

A visual flow builder, native in-chat WhatsApp Flows forms, keyword and AI-intent routing, and a library of ready-made workflows for lending, insurance, collections, estates, HR and KYC.

Live agent workspace

A shared team inbox with SLA management, seamless bot hand-off, real-time presence and a keyboard-first interface — so people pick up exactly where the bot left off, with full context.

Payments and reminders

Pay by Link, Scan to Pay, PayFast, DebiCheck debit-order mandates via Qlink, promise-to-pay and NCA-aware reminders and dunning — all inside the conversation.

Enterprise controls

POPIA-grade consent and suppression, per-tenant encryption, complete audit trails, 2FA and SSO, and franchise isolation — the plumbing regulated businesses cannot do without.

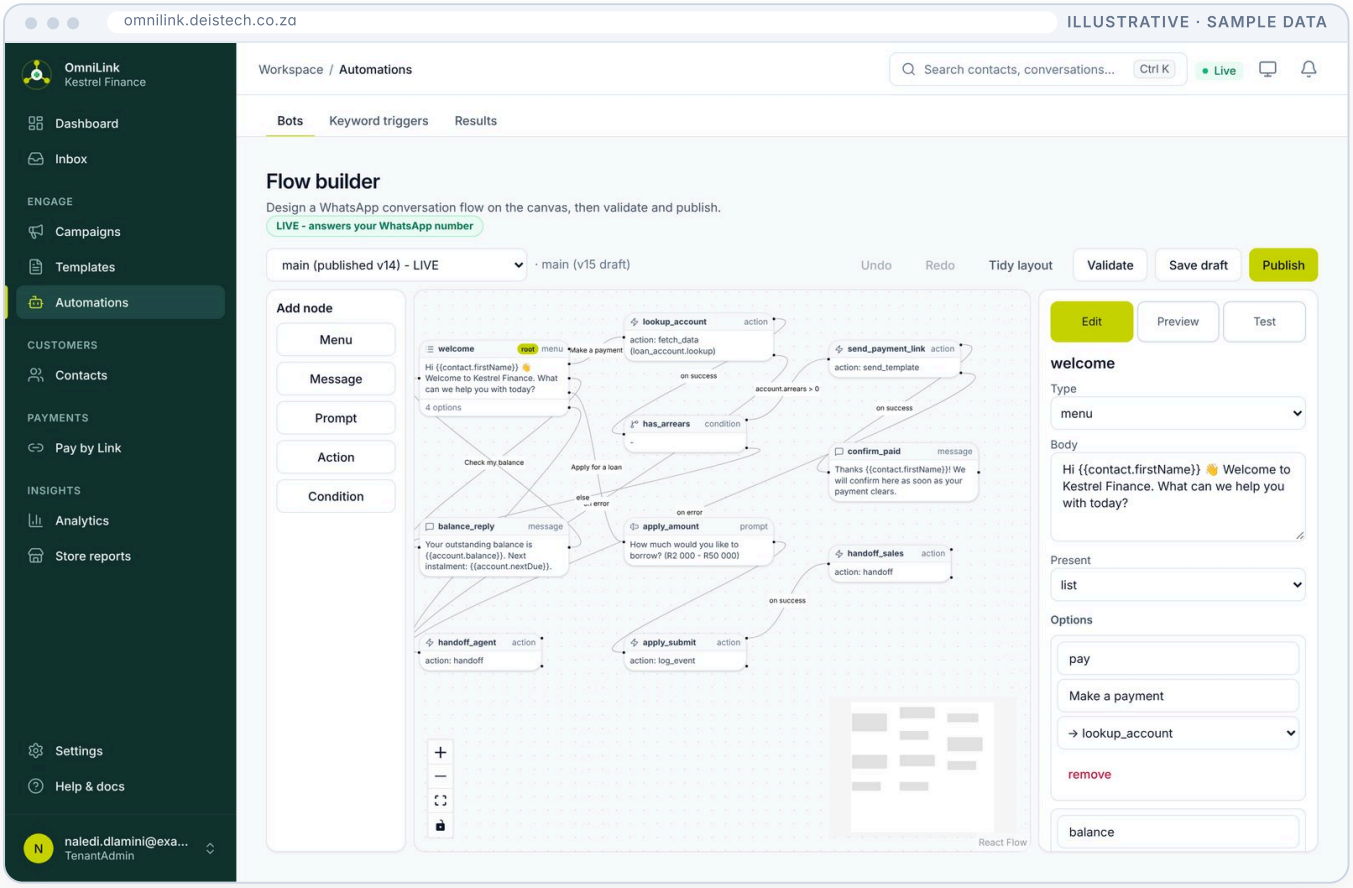
The conversation layer for every Deis platform

OmniLink is a shared service. CollectIQ, GovernIQ and IndigentIQ use it where they need to reach people — status messages, reminders and Pay by Link — and you can run it on its own for any customer journey.

CONVERSATIONS THAT DO REAL WORK

Automate the routine. Route the rest to people.

Design a conversation once on a drag-and-drop canvas, test it in the built-in simulator, and publish it to WhatsApp, SMS or email. An optional AI intent layer understands free text — while the deterministic flow stays the auditable spine.



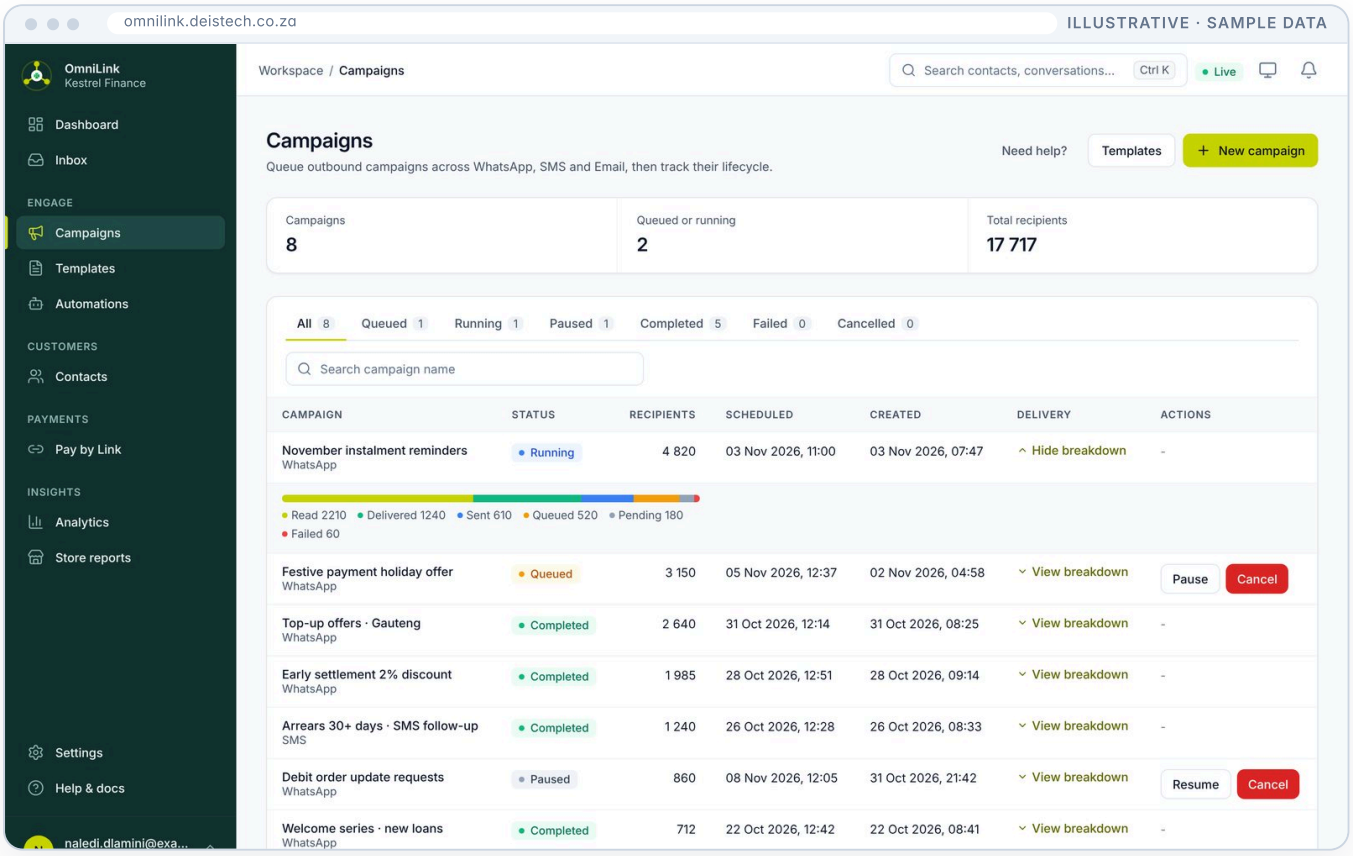
Flow builder. A live WhatsApp bot on the canvas: menu, prompts, account look-up, a payment-link action and hand-off to an agent, with a published version and a draft alongside.

- **Visual flow builder** with versioned drafts, a publish workflow and a live simulator to test before go-live.
- **WhatsApp Flows** — native, encrypted, multi-screen forms that capture data without leaving the chat.
- **AI intent routing** understands “I need a loan” in plain language and sends it to the right place.
- **Connectors** call your core systems mid-conversation — no code for standard JSON APIs.

CAMPAIGNS, TEMPLATES AND DELIVERY

Reach the right people — and prove it arrived.

Campaigns and broadcasts with audience filters, scheduling, ROI reporting and per-recipient tracking, across WhatsApp, SMS and email. Every send is tracked from queued to read, so a campaign is a record you can stand behind rather than a number on a slide.



Campaigns. Queued, running, paused and completed campaigns with recipients and schedule, and a per-campaign delivery breakdown from sent to read.

Templates

Create, submit and sync on either rail.

Campaigns

Schedule, target and measure ROI.

Tracked links

Per-recipient click analytics.

24-hour window

Automatic re-engagement templates.

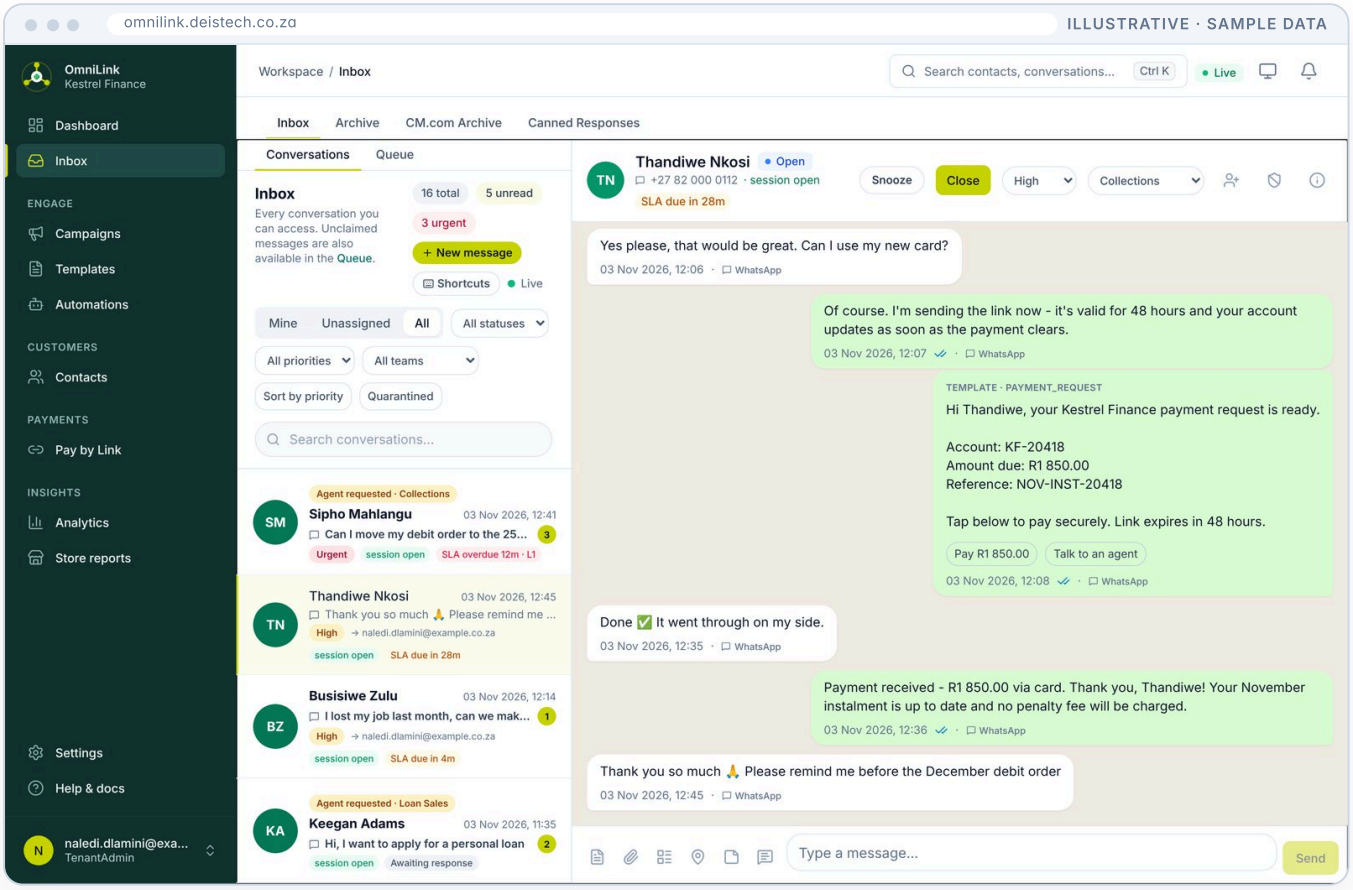
RELIABILITY BY DESIGN

Every outbound message flows through a durable outbox with retries, dead-lettering and idempotency; inbound webhooks land in a hardened queue. You get auditable proof of what was sent, delivered and read.

A WORKSPACE YOUR TEAM WILL ACTUALLY LIKE

One shared inbox. Every conversation, in context.

When the bot reaches its limit, it hands the conversation to a person — instantly, with the full history and customer context attached. Agents work in a fast, keyboard-driven inbox built for volume.



Shared inbox. Conversations by priority with SLA timers and "agent requested" flags; on the right, a WhatsApp thread with a payment request sent and paid in line.

SLA management

Configurable policies, live metrics and automatic escalation before a breach lands.

Bot ↔ human hand-off

The bot steps back the moment an agent takes over, and resumes when released. Customers can type AGENT at any time.

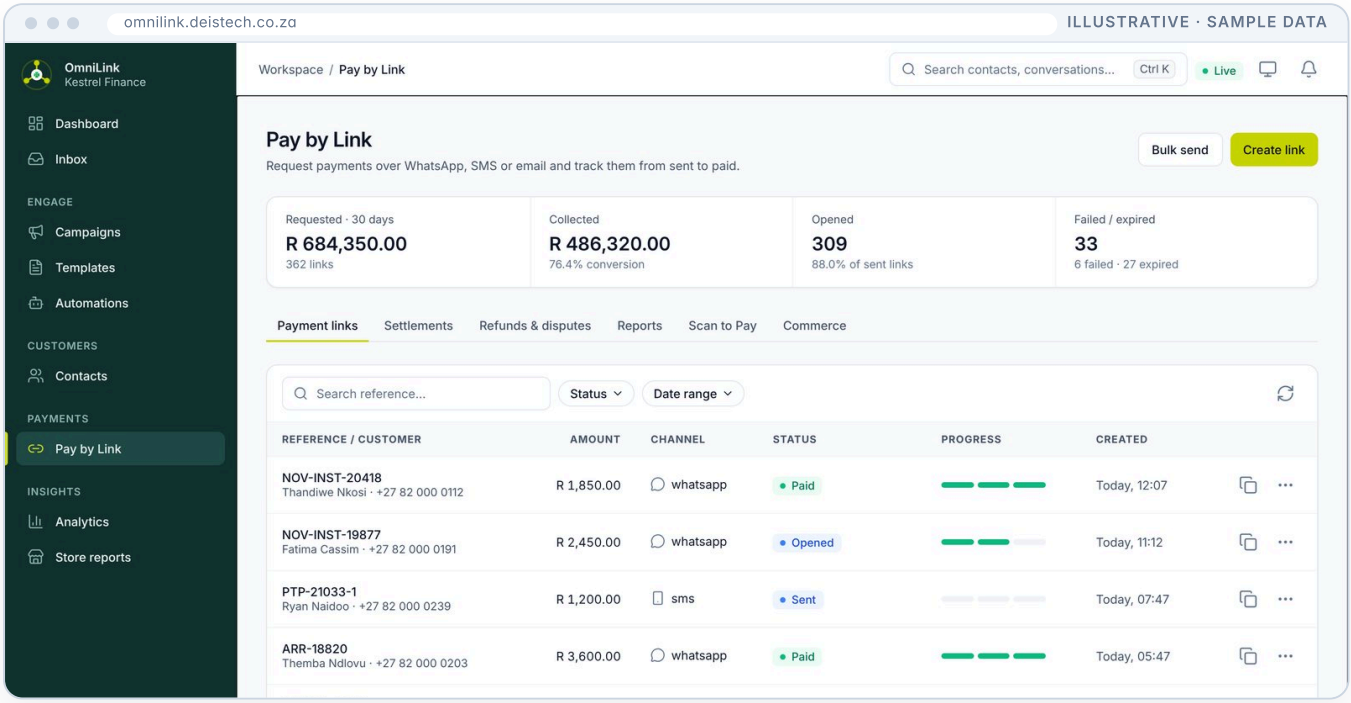
Real-time and searchable

Live updates, typing indicators, presence, global search and a command palette for speed.

GET PAID INSIDE THE CONVERSATION

Turn a message into money received.

Send a payment request over WhatsApp, SMS or email and watch it move from delivered, to clicked, to paid — on one timeline, reconciled automatically, with refunds and disputes handled in the same place.



Pay by Link. Requested, collected, opened and failed links over 30 days,, and each link's progress to paid. Amounts are a fictional client's sample payments.

Delivered → Clicked → Paid → Reconciled

Pay by Link

Create, send, cancel or reissue a payment link in seconds. A full event timeline — delivery, click, payment — plus settlements, refunds, disputes and tenant defaults.

Scan to Pay

QR-based payments with webhook reconciliation, refunds and disputes — ideal at the counter, on an invoice, or printed on a statement.

A ledger you can trust

Every transaction in a ledgered history, with reconciliation screens finance teams recognise: PayFast gateway support out of the box, full refund and dispute workflows, and automatic settlement matching.

COLLECTIONS, DONE COMPLIANTLY

Recover more — with the compliance built in.

Capture DebiCheck mandates over WhatsApp, run debit orders through Qlink, chase failures with dunning, promise-to-pay and Pay by Link, and reconcile through trust-account payouts — with NCA and POPIA guardrails at every step. It suits lenders, insurers, gyms, schools, ISPs and managing agents, standalone or as one module of the platform; for a full collections system of record, OmniLink is the channel CollectIQ uses.

- **DebiCheck mandates via Qlink** — requested and authenticated in the chat, with a full consent audit trail.
- **Collections engine** — accounts, batches, instructions, results, provider submissions and EFT/NAEDO file rails.
- **Dunning ladders** with pre-debit notifications and reminder scheduling that stay on the right side of the rules.
- **Promise to pay** — negotiated schedules with a public acceptance page and automatic follow-up.
- **Section 129 notices** generated and delivered with tracked proof of delivery.
- **Trace and bureau** — skip-trace and credit-bureau lookups available as add-ons.

THE RECOVERY LADDER — AUTOMATED, EVIDENCED, COMPLIANT

01	02	03	04	05
Pre-debit notice	Debit via DebiCheck	Dunning on failure	Promise to pay and Pay by Link	Legal notice and hand-over



Analytics. Promise-to-pay outcomes (created, kept, broken) and DebiCheck mandate status (requested, approved, rejected, timed out) for a fictional client.

FLAGSHIP · LENDING

The whole loan, in one thread.

A lender gets origination, servicing and collections in a single WhatsApp conversation — with NCA guardrails and tamper-evident evidence built in. Not a concept: this workflow ships today.

1. **Acquisition**
   A campaign or QR link opens the loan bot; AI intent understands “I need a loan” in free text.
2. **KYC and onboarding**
   Native WhatsApp Flow forms capture ID and details; documents are uploaded in the chat; identity, screening and company-registry checks run through Deis services.
3. **Affordability and decisioning**
   A built-in affordability calculator and an assessment pipeline call the lender’s decision engine — with NCA order-of-disclosure and plain-language validation.
4. **Offer and acceptance**
   A structured offer, accepted and signed in the chat, recorded to a hash-chained audit log — a tamper-evident record of the agreement.
5. **Repayment set-up**
   A DebiCheck mandate is requested and authenticated in the same conversation, and the consent is stored.
6. **Servicing and recovery**
   Balances, statements and reminders by bot; on arrears, dunning, promise-to-pay, Pay by Link, Section 129 notices and escalation to a human collector — in the same inbox.

> “Instead of a call centre, a web portal and a collections agency glued together — one platform, one thread, with compliance and evidence in the fabric.

BUILT FOR YOUR INDUSTRY

One platform, many playbooks.

Ready-made workflows mean you launch in weeks, not quarters — then tailor them to your process.

Customer support

Bots deflect the repetitive 60–80%; agents handle the rest in one workspace, with SLAs and per-team reporting.

Collections and receivables

Import a book, capture mandates, run compliant debit orders, and recover with dunning, promise-to-pay and Pay by Link.

Estate and levy management

Levy collections, AGM notices with RSVP and live quorum, maintenance intake and surveys — per scheme.

Franchise and multi-store

National campaigns from head office, with a “chinese wall” so each store only ever sees its own customers.

Insurance

Quote-and-bind and claims intake (FNOL) flows that run entirely in the conversation.

HR self-service

Leave requests with approvals, payslip and document delivery, and step-up verification for sensitive actions.

Commerce

In-chat product and order conversations with Pay by Link checkout.

Document distribution

Statements, policies and payslips delivered in the chat, with access logging.

Don’t see your industry?

Every flow is fully configurable, and the connector framework calls your own core systems without code. Bring your process — we will map it into a conversation.

CHANNEL COMPARISON

USSD got you started. WhatsApp takes you further.

USSD was built for feature phones and quick menus. Your customers now live on WhatsApp — and the moment a journey gets longer than a few taps, a session-based, text-only menu starts working against you. Here is the same job, done on both channels.

CAPABILITY	USSD	OMNILINK ON WHATSAPP
Session model	Times out in seconds	No timeout — pause and resume
Interface	Numeric text menus	Buttons, lists, media and in-chat forms
Long journeys (loans, KYC)	High drop-off	Complete reliably
Receipts and history	Nothing kept	Full thread, receipts and statements
Payments	Redirect or airtime only	In the chat: Pay by Link, Scan to Pay
Re-engagement	Not possible	Campaigns, reminders and upsell
Business identity	Anonymous short code	Verified business profile
Support	Separate call centre	Bot and live agent in the same chat

Sessions time out; threads persist

USSD sessions time out and the menu runs deep, so customers abandon part-way through. A WhatsApp thread persists, so the customer can finish later in the same conversation.

The journey that finishes is what counts

An abandoned loan application is a lost sale. What changes the outcome is not the channel itself but that the journey completes — with the record of it kept.

> Every USSD session is a race against the timeout. The longer the journey — a loan application above all — the more customers you lose at each step. WhatsApp has no timer: people finish in their own time, and pick up exactly where they left off.

ENTERPRISE-GRADE BY DEFAULT

Compliance and evidence, in the fabric.

OmniLink is built for regulated South African businesses — where “who said what, when, and with whose consent” is not a nice-to-have. It is the audit.

2,200+
Automated backend tests, plus 570+ portal tests — every release CI-gated.

Azure
Azure SQL behind private endpoints, Key Vault-managed keys and firewalled egress.

Dual-rail
WhatsApp via Infobip or Meta direct — no BSP lock-in, migrate either way.

CAPABILITY	HOW OMNILINK DELIVERS IT
Consent	A consent ledger and opt-out enforced on every send path — campaigns and bots included.
POPIA tooling	Data-subject erasure, retention automation and a published PAIA manual.
Sign-in and access	2FA, Microsoft Entra ID SSO and SAML, role-based access, and franchise isolation so each store sees only its own customers.
Encryption	Per-tenant encryption, with keys managed in Azure Key Vault.
Audit trail	A full audit log — actor, action, entity, correlation ID and payload hash. Lending agreements are recorded to a hash-chained, tamper-evident log.
Durable delivery	A durable outbox and inbox give auditable proof of what was sent, delivered and read — nothing silently lost.
WhatsApp	Deis is a Registered Meta Tech Provider on the WhatsApp Business Platform.
Certification	ISO 27001 and SOC 2: in progress.

NCA-aware collections messaging

Collections messaging is validated against NCA framing, consent gates and pre-debit notices are enforced automatically, and Section 129 notices carry delivery evidence.

GETTING STARTED

From sign-up to your first live conversation.

Automated Infobip or Meta provisioning and a guided product tour take you from sign-up to your first live conversation fast — in five guided steps.

1
Company details
Tell us who you are and which journeys you run today.

2
Choose your setup
Pick channels and modules; we confirm a quote with you.

3
Connect channels
Automated Infobip or Meta provisioning for your WhatsApp number.

4
Add your team
Invite agents and set roles, SLAs and sign-in.

5
Go live
Publish your first bot and start conversations.

WHERE IT RUNS

Deis cloud
Run OmniLink in our South African cloud on Microsoft Azure.

Deis infrastructure
Run OmniLink on Deis-managed infrastructure.

Your environment
On premises or in your own cloud, alongside your core systems.

Your data stays where you deploy it — WhatsApp travels via Meta
When OmniLink runs in your infrastructure, conversation records and customer data stay in your environment. WhatsApp messages themselves travel via Meta's WhatsApp Business Platform. Deis is a Registered Meta Tech Provider.

Start with one workflow
Begin with a single journey — a payment reminder, a support bot or a loan application — and add channels, modules and workflows as you grow. Bring your process and we will map the first workflow with you.

NEXT STEP

Ready to move your business into the conversation?

Tell us which journeys you run today and the channels your customers use, and we will map your first workflow into a conversation — and show it running in OmniLink with a live demo.

PRICING

Call for a quote.

OmniLink is priced to your channels, message volumes and modules. We confirm a quote after a short scoping call.

sales@deistech.co.za

+27 82 761 9921

WHAT WE SCOPE WITH YOU

- Which channels you need: WhatsApp, SMS, email, voice.
- Expected monthly conversations and message types.
- Modules: payments, reminders, live agent seats, ready-made workflows.
- Where you want it deployed: Deis cloud, Deis infrastructure or yours.

CALL
+27 82 761 9921

SALES
sales@deistech.co.za

WEB
omnilink.deistech.co.za

LINKEDIN
linkedin.com/company/112186007

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