Access Control

For Multiple Users, Roles, Departments, and Locations

Trumpia offers an Access Control feature that helps increase administrative control while saving you from the pains of your growing organization. It enables multiple users to share the same account through different usernames and ensures that each team member only has access to data and privileges that are relevant to his or her job.

Trumpia's Access Control is easy to manage and yet powerful enough for both single-location companies and national organizations with thousands of locations to effectively manage data sharing, security, resource allocation, and corporate compliance. Now you can delegate the work and focus on growing your business.

The Right Access for the Right Job

Giving everyone access to all of the same features only complicates the user interface and leaves room for mistakes. Instead, grant team members access to specific features that pertain to their job. Now, your assistant can redeem coupons or add contacts to your database, but only your marketers can perform mass messaging or campaign creation.

Full Access Versus View Only Permission

Configuring access rights can be challenging when information needs to be viewed by an entire group, but should only be edited by a select few. Grant specific people "Full Access" privileges for critical features like messaging across all communication platforms, while others are granted "View Only" privileges for features like loyalty rewards points.
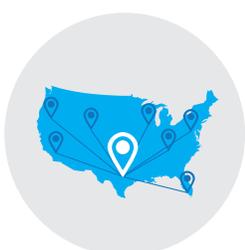
Roles

Access Control also comes with a feature called Roles, which are similar to "jobs" that require a user to perform a certain set of features. For instance, a Marketing Role requires access to features like creating keywords, sending bulk messages, and analyzing results. After creating this Role, it can be re-used as a template for multiple users in the Marketing Department so you don't have to repeatedly assign the same set of features to multiple people.

Ease of Use and Training

When you limit feature and data access for your staff, each user's menu structures are dramatically simplified. Trumpia displays only the data and menu options relevant to each user, thereby, reducing training requirements and the chances of making mistakes.

Multi-Location Organizations

If your organization has multiple departments or locations, you can manage data and feature access by user, role, department, location, and organizational level. A user may be granted access to features that vary from one location to another. For example, a New York user can have full access to distribution lists and campaigns from for the Manhattan location but can only view campaigns from for Long Island. A national Vice President can analyze reports from any region in the US and allocate marketing resources to successful regions. Multi-Location Access Control is easy to manage and yet powerful enough for organizations of any size to effectively manage data sharing, security, resource allocation, and corporate compliance.