



# 101 Business Applications using SMS

Discover 101 innovative ways organizations are using SMS to gain a competitive advantage.

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## 1. SALES, PRODUCTS AND MARKETING

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### 1. Sales Promotions

Urban Outfitters (<http://www.urbanoutfitters.com>), which sells clothing, shoes and furnishings, launched UO TXT via (<https://www.shoptext.com/main/index.action>) in June to alert regular customers to pre-sales and new items.

### 2. 'Text & Win' competitions

- In a European first, Ford Fiesta launched a new ad campaign in July 2004 in Belgium, combining interactive billboards with SMS. Passers-by could try their hand at winning a Ford Fiesta by sending an SMS with their first name to a short code and indicating the code on the billboard. The billboard then responded to this SMS, and sent another SMS with a question. If answered correctly, the billboard reacted like a winning pinball machine and the sender was entitled to an "extra ball" meaning they would be included in the draw for a winner. For every incorrect answer sent by text message, the pinball machine displayed a "tilt". (<http://www.textually.org/textually/archives/2004/07/004640.htm>)

- When Peugeot launched the 207 in the summer of 2006, it launched a TV, print, outdoor and online ad campaign encouraging readers to text '24' to 60222 in order to get a 24-hour test drive.
- A wonderful example of how SMS was used in 2002 to promote a new movie. Prior to the launch in the UK of "The Birthday Girl", starring Nicole Kidman as a Russian Internet bride, participants were asked to reply to a personal ad from a sexy Russian woman or create their own ad, as per the theme of the movie. Every participant received a voucher by SMS, redeemable at Warner Village Cinemas and were entered into a prize draw to win tickets to the film's premiere.

### 3. Quotations

Text2Insure ([www.text2insure.co.uk](http://www.text2insure.co.uk)) provides an insurance quote and cover - direct to a mobile phone in less than 5 minutes. Initially launched as a last minute travel insurance proposition, it provides travelers with easy access, right up until their time of departure, to a quote and the option to buy travel insurance simply by using existing mobile phone SMS text capability or WAP.

### 4. Orders

- Pizza Hut ([www.pizzahut.com/mobileordering](http://www.pizzahut.com/mobileordering)) offers nationwide mobile ordering via their website on any web-enabled phone, or by text messaging.
- Campusfood.com ([www.campusfood.com](http://www.campusfood.com)), an online network of restaurants, offers customers the option to place their orders via text messaging.
- CEPO Systems ([www.ceposystems.com](http://www.ceposystems.com)) were looking for a cost-effective method of sending SMS messages that would integrate with their B2B system. On a daily basis the company received orders by SMS and as a result they needed to send automated SMS responses to each order. Cepo Systems developed a custom method for ordering goods and services which holds a provisional patent in Australia. CEPO Systems chose Clickatell's API solution to integrate with their B2B platform and provide SMS functionality. ([www.clickatell.com/success/cepo.php](http://www.clickatell.com/success/cepo.php))

### 5. Vending Sales

- An SMS-enabled (Cadbury) chocolate vending machine was launched in Mumbai, in 2003. Customers send a text message to a short code number displayed on the LCD panel of the machine; the machine then displays the customer's mobile number and asks for the choice of chocolate. When the chocolate had been dispensed, the customer receives an SMS confirming the transaction.
- In 2003, Switzerland had coke dispensing machines that allowed users to buy a soda with their cell phone in a similar fashion.

## 6. Prepaid Coupons and Virtual Vouchers

- Web site Mukuru.com ([www.mukuru.com](http://www.mukuru.com)) offers an alternative to long queues at gas stations short of fuel. Once a friend or relative has logged on and paid for fuel, the company sends a short message to the recipient's cell phone in Zimbabwe containing a 10-digit number the person can exchange for vouchers at a designated coupon office.
- The Tshwane Metro in South Africa has launched a new system for the buying of pre-paid electricity units. The system called "Cellpower" is the first of its kind in the country and uses cell phone technology to allow people to buy electricity. "The system will see vendors buying electricity and selling it to consumers using cellular and SMS technology. The system means that consumers will have easier access to prepaid tokens as the vendors will be closer to where they live and will be open after hours"  
<http://www.textually.org/textually/archives/2005/08/009503.htm>
- Prism Holdings of South Africa ([www.prism.co.za](http://www.prism.co.za)) has piloted a project called Easy Pay ([www.prism.co.za/bills-and-prepaid-electricity.aspx](http://www.prism.co.za/bills-and-prepaid-electricity.aspx)) that allows prepaid electricity consumers to access their free basic electricity entitlement using a mobile phone.
- Cellfire ([www.cellfire.com](http://www.cellfire.com)) send SMS coupon offers from food and entertainment to retail shopping and more.

## 7. Discount Coupons and Vouchers

Books and music retailer Borders (<http://www.amazon.com/exec/obidos/tg/browse/-/577394>) distributes a monthly newsletter with exclusive offers to its database of 480,000 customers across the UK. In order to redeem these offers, consumers print the vouchers and present them to the store.

## 8. Virtual Gifts

AT&T and 1-800-FLOWERS are seeing a greenish-red this year for Valentine's Day. The largest GSM carrier in the United States has added a link to the 1-800-FLOWERS mobile shop to its MediaNET deck, as part of their 'Cupid Goes Wireless' campaign. AT&T subscribers can login to send their special someone a free animated flower bouquet (hopefully with a disclaimer for men that mobile flowers will not cover them for the entire holiday).

## 9. Auction Bidding

Ebay (<http://pages.ebay.co.uk/mobile>) offers a bidding service by SMS. Users are able to monitor and participate in the online bidding process by tracking bids through “outbid” alerts and to react quickly from their mobile should they need to increase a bid.

## 10. Daily Mobile Content (Premium)

- Metcheck.com is the UK and Ireland's premier weather alert service with up to date forecasts and real-time alerts for all cities in the UK. More than 100,000 daily visitors log onto the website to view the latest weather information in its own unique format. The next logical step with the advance of the Internet and SMS was using SMS technology to make data available to users roaming around Europe. (<http://www.clickatell.com/success/metcheck.php>)
- Daily Verse SMS from pray4u.co.uk (<http://www.pray4u.co.uk/daily-bible-text-sms.php>) allows mobile phone users to sign up and receive Bible passages by text messaging.
- Virgin Mobile USA launched a short story named Ghost Town in 2006 that was delivered exclusively through text messages "Two messages were sent per day over a five week period. The first messages were sent out on August 14th. The promotion was aimed at raising awareness of teen homelessness." Readers had the opportunity to determine how the story ends, choosing between two options via text message poll."
- Netweather.tv (<https://www.netweather.tv/index.cgi?action=sms:sess>) is offering subscribers SMS text warnings of imminent downpours for specific UK locations.

## 11. Mobile Content Sales

Swiss Infowing (<http://shop.infowing.ch>) is one of the many ringtone vendors enabling users to purchase a ringtones by text messaging. The ringtone is billed by the customer's wireless operator.

## 12. Access Codes for Premium Material Online

Swiss daily Le Temps ([www.letemps.ch](http://www.letemps.ch)) offers a payment system by SMS to consult archived articles. On the website the user is asked to log in by entering their cell phone number. In return they receive an SMS with a code which enables access to the article online. Customers are billed by the phone company on their monthly cell phone invoice.

### 13. Marketing and PR Campaigns

- Pharmaceutical company Novartis ([www.novartis.com/](http://www.novartis.com/)) launched a «Pollen Count» , a text alert service to promote the launch of a new allergy nasal spray (Aller-eze) for hay fever sufferers, during National Allergy Week 2003 (12-18 May) in England. The Pollen-Count Alert text message service enables sufferers to receive personalized, up-to-date, regular pollen count information by SMS with special alerts on days when the pollen count is particularly high in their geographic location - together with tips to help manage hay fever.
- Nothing quite beats the January 2001 campaign by The UK National Blood Service (<http://www.blood.co.uk/index.html>), inviting students to come kiss a vampire (aka Sarah Michelle Gellar, star of TV cult series "Buffy and the Vampires") but a campaign launched by the Puget Sound Blood Center (<http://www.psbcc.org/home/index.htm>) and AT&T (<http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=109&STORY=/www/story/09-14-2004/0002250074&EDATE=>) sends alerts to specific blood donors and volunteers in "real-time" via text messaging.
- The Century Council ([www.centurycouncil.org/](http://www.centurycouncil.org/)), based in Washington, D.C., has launched a campaign for several years, using text messaging to remind teens to make smart decisions and not to drink alcohol during prom night or throughout the year.
- Health SMS ([http://www.clickatell.com/company/press/press\\_article.php/14](http://www.clickatell.com/company/press/press_article.php/14)) uses the power and popularity of SMS text messaging to help raise the awareness and understanding of health issues amongst the general public. Subscribers can create their own profile by filling out an online questionnaire focused on common health issues; subscribers will then receive information and advice via SMS on health issues pertinent to their profile, for example, drinking or smoking.
- Alternatively, users can text a particular keyword to receive information on a range of topics such as obesity, safe sex or even the contact details for a 24 hour pharmacy. Members will also benefit from free text messages and ring tones as part of the offering."

### 14. eMail Newsletter Promotion

Moconews.net offers a mobile version of their daily newsletter at <http://m.moconews.net/> Readers can text "GQ" or "Glamour" to a designated short code to receive a free text link to the Web sites. (<http://www.mobilemarketingmagazine.co.uk/2008/03/wapfly-takes-vo.html>)

### 15. Viral Campaigns

US record label Block Entertainment launched a mobile trading card promotion <http://cards.yungjoc.com/> for one of its artists, Yung Joc. Fans could collect, trade, and

redeem Yung Joc wallpaper on their cell phones, and win \$1,000 (£500), or a call from Joc himself. US consumers could sign up for Yung Joc trading cards at [cards.yungjoc.com](http://cards.yungjoc.com) or by texting JOC to a designated short code, to get three cards for \$1 a week. There were 42 cards to collect in all. Each card was unique, with its own print number. Card distribution was random and some cards were rarer than others. Cards could be traded with friends via text message.

(<http://www.mobilemarketingmagazine.co.uk/2007/09/trading-cards-g.html>)

## 16. Product Launches

Book publisher Random House promoted a new book - Life's a Pitch ([www.lifesapitch.uk.com](http://www.lifesapitch.uk.com)) by sending the first chapter via SMS

## 17. Product Information On the Go

- <http://www.diet.com/mobile> is a free text message service that gives users nutritional information - like calories, fat and protein - of their favorite restaurant foods.
- US marine conservation group Blue Ocean Institute (<http://www.blueocean.org/>) has launched a cell phone-based service which sends text messages in order to make smart seafood choices. By Typing "FISH", followed by the name of the seafood in question, and sending it to a designated short code, a reply is returned by SMS. The service covers more than 90 species, and suggests alternatives to options that pose environmental concerns.

## 18. Price or Product Comparison

Mobsaver ([www.mobsaver.com](http://www.mobsaver.com)) is a free price comparison text messaging service. Shoppers can compare prices for free on Amazon and eBay while out shopping via text messaging.

## 19. Extended Product Information

iCODE ([www.clearskymobilemedia.com/pressart/011905.asp](http://www.clearskymobilemedia.com/pressart/011905.asp)) is a text messaging service from wireless marketing company ClearSky Mobile Media (<http://www.clearskymobilemedia.com>), for prospective home buyers. People anywhere in the U.S. can get additional information on a real estate listing by entering a short code number displayed on the yard sign into their mobile phones.

## 20. Event Details

Die Medienagenten is an Interactive Media Agency operating in Germany. The Company utilized Clickatell's email to SMS (SMTP) gateway solution to transform their email communication into SMS format. The email to SMS service is currently being utilized by

Pubs, and Discoteques who need to inform their customers about upcoming events and concerts. Additionally, outbound communication to community groups is another firm favorite for this channel. ([www.clickatell.com/success/medienagenten.php](http://www.clickatell.com/success/medienagenten.php))

## 21. Product Verification

- Skeptics after purchasing labeled water can rest their worries by text messaging the bureau or visiting the official website of Product Identification, Authenticating and Tracking System. If the code on the product turns out to be a fraud, the consumer will be able to instantly log a complaint with the bureau.
- Russians can send text messages to ensure that the Vodka they are drinking is legit. By sending the serial number of the bottle to a designated short code, they will get a response by SMS certifying (or not) the product. The project is an initiative by State run Rosspirtprom, the company responsible for the sale of 60% of strong alcohol in the country and distributor of the top brands. The sale of counterfeit vodka is a huge problem in Russia, not just because it hurts the major brands sales, but because the counterfeit drinks are filled with cologne water, antifreeze liquids or pure alcohol and are responsible for 40,000 deaths each year.

## 22. Product Advice

Topshop is tapping into the youth market's obsession with text and picture messaging with the launch of a mobile phone style advice service, reports [DigitalBulletin](#). "The mobile service, which is an extension of Topshop's existing in-store style advice service, has been developed by luxury and lifestyle interactive marketing specialist [Skywire](#). The mobile technology enables Topshop customers to interact with the retailer's style advisers. Using their mobile phones, the fashion conscious can book appointments with advisers, receive advice, reserve items and receive picture messages of recommended clothing."

## 23. Price Information

Sheep and goat herders in Afghanistan can now send a text message to a cell phone number and will receive back, within a couple of minutes, the current market prices for livestock. They are able to get information that was originally only limited to middle men, and those who had connections in the cities," said Professor Robert Kaitho, an animal nutritionist at Texas A&M. "Now, the common people have access to that same information."

## 24. "VIP" Information and Stock Updates

AustralianTeen Girlfriend magazine (<http://au.youth.yahoo.com/girlfriend/>) advertised online and in print for girls to register with the "Girlfriend VIP Club". Once a member, they

could send free SMS's from the website. Every month, a special offer is SMS'd to VIP members, such as fashion label discounts or offers on cosmetics.

<http://www.plusone.com.au/smsstudies.php>

## 25. Business Locator

- Koshers-ny.com (<http://www.koshers-ny.com>) has launched a new service in New York city that helps users find a Kosher restaurant by simply sending a text message query. They will receive a response with the restaurant address, cross street, phone number, type of establishment, and Kashrut certifier.
- Customers of wireless operator Swisscom Mobile (swisscom-mobile.ch) can send a text message to find out where the nearest doctor or hospital is, thanks to a new service provided by Sanday (<http://www.ch.ch/verzeichnis/00897/index.html>) ("Santé (health) every day"). Mobile users need only send a text message to a designated short code, with keywords that correspond to the care center or type of doctor they are looking for: hospital, pharmacy, doctor, dentist, gynecologist, ophthalmologist, veterinary, mid-wife, physiotherapist... The service locates the position of the mobile user and sends back the nearest name and address.

## 26. Mobile Listings

The New York Times has made it easy to get information about properties, regardless of whether the user is looking in the newspaper, on the web site or searching directly from a cell phone. To search for properties directly from a cell phone, users must go to [m.nytimes.com/re](http://m.nytimes.com/re) and enter the property criteria (such as location and price) or find a specific property by listing ID.

[www.nytimes.com/ref/realestate/mobile\\_faq.html?WT.mc\\_id=RE-D-I-NYT-AD-BIG-MRE1-ROS-1107-NA](http://www.nytimes.com/ref/realestate/mobile_faq.html?WT.mc_id=RE-D-I-NYT-AD-BIG-MRE1-ROS-1107-NA)

## 27. Rentals

The OYBike ([www.oybike.com](http://www.oybike.com)) is a street-based rental station network to hire and return a bicycle via mobile phone. An OYBike registered user selects an available bicycle and the locks display a code, the user then calls the OYBike call center and gives them that code. A unique pin code is then read out to the user and sent back by text messaging. This pin code is entered into the lock to release the bicycle.

## 2. CUSTOMER SERVICES AND RELATIONSHIP MANAGEMENT

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### 28. Greetings

Remind4u offers their corporate customers a fully managed service. Whether they want to send Birthday or Christmas cards to their staff or to their customers They even digitally print signatures into the cards for that personal touch. (<http://www.remind4u.com/corporate/default.aspx>) The British Heart Foundation ([http://www.bhf.org.uk/shop\\_with\\_bhf/buy\\_online/remind4u\\_cards.aspx](http://www.bhf.org.uk/shop_with_bhf/buy_online/remind4u_cards.aspx)) teamed up with Remind4U and offered greeting cards to help support their fund.

### 29. Reminders

- DebtHound ([www.debthound.biz/benefits.pl](http://www.debthound.biz/benefits.pl)) makes it easy for anyone to effectively recover their business debts online using text message reminders. Individualized messages are delivered to a client's cell phone on a regular and persistent automatic schedule that is pre-defined - anywhere from once a month to once every hour basis. SMS messaging in debt collection has proven more

successful than conventional telephone calls or correspondence, with response rates increasing as much as 200%.

Selforganizer ([www.selforganizer.com](http://www.selforganizer.com)) offers a virtual calendar and a reminder service by SMS for meetings or birthdays. The text message reminder can be sent to the subscriber's cell phone at work or at home, or when traveling. It reaches 192 countries and 578 networks around the world ([http://www.selforganizer.com/network\\_list.php](http://www.selforganizer.com/network_list.php))

- SMS Garbage Alerts were offered in both Belgium and St Gall Switzerland reminding people to take out their trash on pick-up days.
- Recycling Reminder is a text messaging service to remind residents in Northern Ireland to put out their recycling bin for collection ([www.textually.org/textually/archives/2004/03/003168.htm](http://www.textually.org/textually/archives/2004/03/003168.htm)).

### 30. Collection Notifications

Dawsons, a UK musical instrument store with a number of branches, notifies customers via text message when repaired goods are ready for collection ([www.clickatell.com/success/dawson.php](http://www.clickatell.com/success/dawson.php)).

### 31. After Hours Assistance

Pupils at a school in Buckinghamshire received extra help with GCSE revision by SMS'ing their teachers.

### 32. Information Updates

- AMBER Alert (<https://www.wirelessamberalerts.org/index.jsp>), the nationwide notification service for missing children, has launched an SMS feature that allows users to keep abreast of alerts in their home area. To sign up for the free service go to [WirelessAMBERAlerts.org](http://WirelessAMBERAlerts.org). After submitting a wireless number, the website will ask you for all areas that alerts should be sent for.
- The Bangalore traffic police have tied up with mobile service providers to provide traffic information through a simple SMS. Now Airtel users can send an SMS to a designated short code and get updates on traffic jams, bus locations and even travel routes and time. <http://www.textually.org/textually/archives/2007/06/016156.htm>

### 33. Account Status Information

Johannesburg motorists are informed about their traffic fines through an SMS within two to three days of committing an offence. This is an extension of the SMS traffic search system ([http://www.joburgnews.co.za/2006/jan/jan19\\_smsing.stm](http://www.joburgnews.co.za/2006/jan/jan19_smsing.stm)) launched by the Johannesburg Metro Police Department (<http://www.joburg.org.za/content/view/702/78/>). The system was introduced to allow motorists to check if they have any outstanding fines. The day after the service launched, more than 42,000 SMS queries had been received.

### 34. Roster and Schedule Updates

- Textual.tv ([www.textual.tv/scheduled.html](http://www.textual.tv/scheduled.html)) offers a text messaging service that can be pre-programmed. For instance, text message reminders can be scheduled to be sent out to a football team at regularly intervals, informing them of the next training date, like once a week, 6 hours before each training starts.
- US Airways (<http://www.usairways.com>) offers up to date flight information through a text program, the night before the plane takes off and upon landing. Passengers need only to enroll in “Dividend Miles” and get flight information just by sending a text message to a dedicated short code.

### 35. Result Notifications

Surgeons at Tan Tock Seng Hospital (<http://www.ttsh.com.sg/new/>) in Singapore receive critical laboratory test results via SMS. Some 12,000 laboratory tests are carried out on patients at Tan Tock Seng Hospital every day. And for about 60 of these patients, it is important that doctors receive the test results as soon as possible. The computer system picks up any abnormal results on critical tests and sends an SMS to one of the doctors in charge of the case in 2 minutes rather than 18 minutes under the old system."

### 36. Campaign Status Updates

- French citizens were able to sign up for an SMS alert which allowed them to receive the first estimated results of the presidential elections in 2005. To sign up, French mobile users needed only to type in their cell phone number on the Presidentielles.com website. (<http://www.textually.org/textually/archives/2007/05/015745.htm>)
- The Republican National Committee (<http://www.rnc.org/>) invites mobile users to sign up online for SMS election-related breaking news and action alerts.

### 37. Customer Service Complaints Channel

The public in Madurai district need not hesitate to make complaints about anti-social activities they come across, as the newly introduced crimecriminal information system of complaining through SMS from their mobile will hide their identity. The new system of giving the police a tip off about the criminals was inaugurated by the South Zone IG of Police, Sanjeev Kumar and it is expected to enhance the police-public relationship. Any complaint made through the mobile would be received simultaneously by the local police of the respective area and by the higher ranking police officers including IG. Moreover, the police officers in-charge of the area from where the SMS complaint was given, could inform the complainant of the actions taken through a reply SMS.

### 38. Customer Satisfaction Measurement

Sony Ericsson is running a pilot that uses an SMS-based data capturing tool from Broca to measure customer satisfaction amongst mobile users who have had their handset

repaired. Broca's SMS-based data capture product, Acquire, is being used as part of a Sony Ericsson's customer services pilot. The service measures satisfaction among mobile phone users that have had their handset repaired. The pilots are being undertaken with T-Mobile in the UK and independently in Sweden.

### 39. Short surveys

An interactive billboard in Times Square served as a public forum for New Yorkers to debate, "What is beautiful?" As they cast their vote via cell-phone, a running tally appeared in real-time on the billboard and the website simultaneously.

([http://www.funsms.net/sms\\_in\\_marketing.htm](http://www.funsms.net/sms_in_marketing.htm))

### 40. Customer Profile Update Competitions

In the Summer of 2005, Unilever brand Pot Noodle ([http://www.unilever.co.uk/ourbrands/foods/Pot\\_Noodle.asp](http://www.unilever.co.uk/ourbrands/foods/Pot_Noodle.asp)) offered consumers the chance to win one million brass Pot Noodle horns. The campaign helped generate rich data on participating customers. Consumers who bought a winning pack had to text in their winning code number, together with their name, house number and postcode, which generated the complete address for the consumer's confirmation.

([http://www.mobilemarketingmagazine.co.uk/2005/10/case\\_study\\_mobi.html](http://www.mobilemarketingmagazine.co.uk/2005/10/case_study_mobi.html))

### 41. Ask the Experts

- Mobile users were able to send their question to UK Prime Minister Tony Blair to a designated short code by texting "PM" followed by their question. The 45-minute session was transmitted live from No.10 Downing Street.
- In 2002, before and during the presidential elections in France, candidates Jean-Pierre Chevènement, Alain Madelin, François Bayrou and extreme right wing Jean-Marie Le Pen all participated in SMS chat sessions organized by (youth) mobile community Freever (<http://www.freever.com/>), with an astounding 250,000 questions logged in for Jean-Marie Le Pen.

### 42. Service Request (Deaf and Hearing Impaired)

The Magen David Adom (MDA - <http://www.cmdai.org/>) emergency health service has launched a service enabling someone who is hearing impaired or deaf to summon an ambulance or other medical help by text messaging.

### 43. Personal / Group Support

Go Smokefree ([gosomefree.nhs.uk](http://gosomefree.nhs.uk)) is a support service to help people quit smoking. They send advice and support at critical times by email and text messaging.

### 44. Self Serve Account Management

The Bureau of Internal Revenue in the Philippines (<http://www.bir.gov.ph>) offers a service called "PAYBIR," (<http://www1.globe.com.ph/bir/Search.aspx>) where a taxpayer can file his or her income tax returns by SMS. This is unique and could be the first in the world where a taxpayer can pay his income tax through a text message without going to the BIR or a bank.

#### 45. Refund Requests

The London Underground Customer Charter states that if a tube journey is delayed for 15 minutes or more, passengers are entitled to a full refund of their single journey cost. Tube Refund (<http://www.tuberefund.co.uk>) enables frustrated commuters to simply text their email address and journey details to a designated number to state their claim.

#### 46. Anonymous Feedback

The police of St Joseph County (Indiana, USA) plans on using text messaging technology to crack down on underage drinking. The text messaging program would allow anyone to send anonymous text messages to police about local stores selling alcohol to kids who aren't 21, and parties where underage kids are drinking.

The City of Boston launched a tip hotline program, called Crime Stoppers (<http://cityofboston.gov/police/cristop.asp>) enabling citizens to text message an anonymous tip to police on every type of crime.

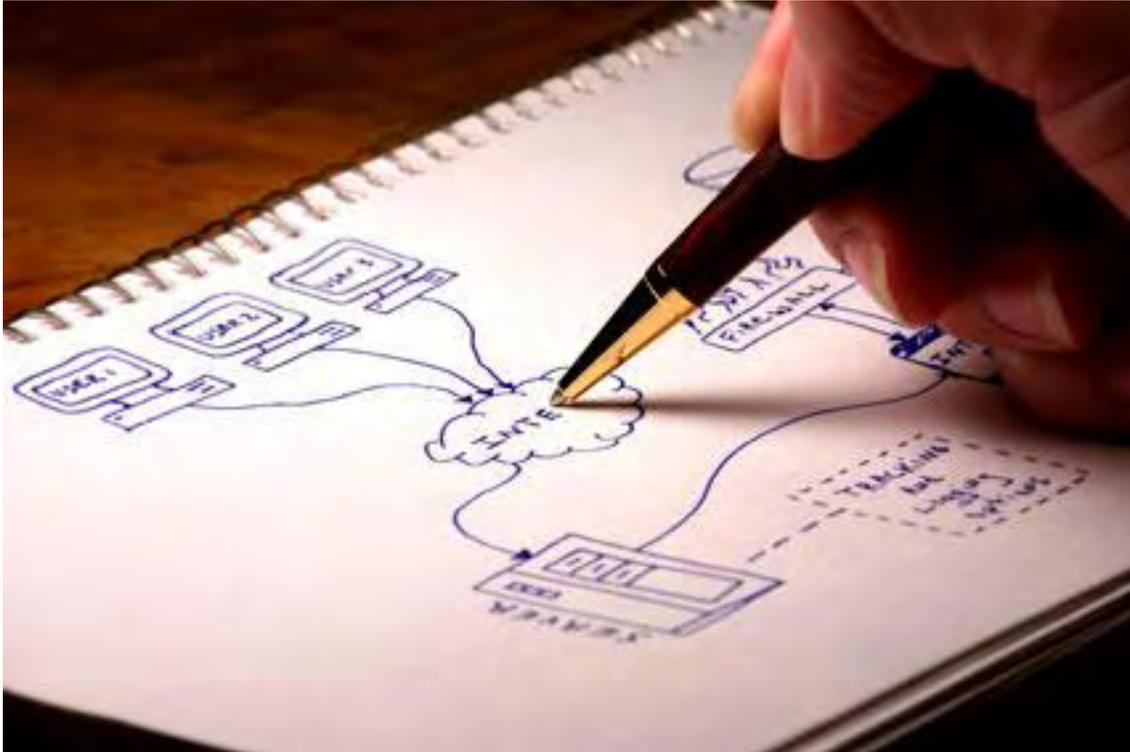
#### 47. Voting Reminders

Fans can sign up for weekly SMS reminders. When voting opens in their time zone, they will get a text message with the names of the contestants who will perform that night and their voting codes.

#### 48. Mobile Q & A

ChaCha ([www.chacha.com](http://www.chacha.com)) is a human-powered search service which allows users to SMS questions of any kind to a designated short code and receive answers back by SMS.

### 3. BUSINESS PROCESS MANAGEMENT AND INTERNAL ADMINISTRATION



#### 49. Debt Collection

icLiverpool reports that a debt collection agency has seen a four-fold increase in responses from debtors after using text messages to contact them. Agilisys Contact Services substituted stern letters and curt phone calls to people who had fallen behind on repayments with friendly text messages asking them to call and discuss an issue with their account. Within two hours of texting 1,000 people, 40% of them had responded to the message and contacted the group. This compared with a 9% success rate from spending two hours telephoning people, or a 35% success rate if the whole day was spent making face-to-face calls.

#### 50. Appointment Notifications and Reminders

The Patient Care Messaging system developed by iplato (<http://www.iplato.net>) sends automated text messages to patients' mobile phones, reminding them of their doctor's appointments. The patients can subsequently choose to respond to the reminder by confirming, rescheduling or canceling the appointment. The system can be integrated to the clinical systems of the healthcare centers, leading to minimum or reduced workload

for both administrative and medical staff.

### 51. Sales Force Reporting

Valuefirst ([www.vfirst.com/sms-manufacturing-salesforce.php](http://www.vfirst.com/sms-manufacturing-salesforce.php)) offers real-time communication for a sales force with their corporate office, such as:

- Updates on weekly/daily individual targets
- Increasing the credit limit of dealer
- Ordering placement and delivery tracking
- Reminders of periodic performance review deadlines

### 52. Absenteeism Alerts

In 2003 two Irish schools, in an effort to dissuade their students from skipping class set up an alert system by SMS. A database recorded the names of absent students each day and automatically sent out an SMS to their parents, notifying them that their child missed roll-call. Such anti-truancy messaging system have since been tried out Australia, the UK, Scotland, France, Italy and in India (cf <http://www.textually.org/textually/archives/2005/10/010117.htm>).

### 53. Incentives

The mayor of New York City, Michael Bloomberg, has turned to the cellphone as a means of combating school failures among disadvantaged African-American and Latino youths. In some 20 public New York schools, students will be offered a cell phone and those who get good grades will receive, via text messages, rewards such as concert and sporting events tickets and ringtones that are sponsored by businesses. The program, was expected to start in January 2008 with between 10,000 to 15,000 students.

### 54. Applications and Placements

In 2005, The Guardian newspaper (<http://www.guardian.co.uk>) offered UK students free SMS and email alerts for matching university places. On The Guardian website, students entered their name, email address, mobile number and selected three preferred courses and institutions. If no matches were found a message was sent out suggesting they search for more options. The alerts started on 18th August - the first day of what is known as Clearing.

### 55. Admission Tests

Italian mobile operator WIND (<http://www.wind.it>) allows its subscribers to train for the admission tests to university. To get access to the service called "Test di Ammissione all' universita'" (University Admission Test), subscribers send an SMS to a designated short code with the text "G.U". An SMS listing the departments is then sent back to the subscriber. Once the subscriber has confirmed their choice they received the test. After completing the test (lasting from 30 to 80 questions), the subscriber receives a final text message giving the score obtained. ([universinet.it/article1161.html&mode=&order=&thold](http://universinet.it/article1161.html&mode=&order=&thold))

## 56. Acceptance Notifications

Students hoping to get into Creighton University in Nebraska can now receive acceptance notices by text messaging, after the school added the option on their application forms last year. Opting for the text message allows students to know the university's decision up to a week earlier. Text messages are sent to students within 24 hours of the admission committee's decisions.

## 57. Salary Notifications

Bahrain's Shamil Bank ([shamilbank.net/sms\\_banking.htm](http://shamilbank.net/sms_banking.htm)) offers SMS banking services under the brand name of Shamil SMS-link. Customers can request their account balance, but also sign up to receive automatic salary notifications. Upon subscribing to Shamil SMS-Link customers will automatically be notified on salary crediting to their accounts within 10 minutes.

## 58. Recruitment

- Before it was shot down by the NCAA, American Sport coaches turned to text messaging to persuade recruits. But when highly recruited kids started receiving hundreds of text messages a day, the NCAA membership prohibited the practice, claiming "the use of text messages by coaches took away from the personal aspects of the recruiting process".
- Recruitment officers in the short-staffed Australian Defense Force (ADF) (<http://www.defencejobs.gov.au>) sent young people text messages to encourage them to sign up.
- Mobile phones helped out Australian fruit and vegetable growers looking for help to pick their crops. The Federal Department of Employment ([www.dewr.gov.au](http://www.dewr.gov.au)) teamed up with the National Harvest Labor Information Service (<http://www.anyworkanywhere.com/NHLIS.html>) in a scheme to 'text' the unemployed about where workers are wanted.
- Employers will be able to access the labor force and recruit instantly through a short message service provided by Uganda's Daily Monitor. All the job seekers need to do is type an SMS with credentials and availability and send it to a designated number.
- The IndianHR.com has launched a job portal, [smsresume.com](http://smsresume.com) ([www.smsresume.com](http://www.smsresume.com)), which allows job seekers post their resumes by SMS.

## 59. Communication with Freelancers

Using SMS messages driven from its website, Dictim can inform its proofreaders when they have new proofing work waiting. They also use the SMS API to inform customers when their finished document is ready for collection.

## 60. Case Tracking

A new SMS service helps Indian lawyers keep track of their clients' cases, reports [The Hindu](#). Under the system, the mobile numbers of the lawyers of the association have been stored in a computer network available with the association. Once the cause list for subsequent day was made available by the registry, the association staff feed the details into the computer. The software then would match the names of advocates on its rolls against the names in the cause list and would send an SMS to the concerned lawyers.

## 61. Missed Call Notification

Missed Call Notification (MCN) by Etisalat ([www.etisalat.ae](http://www.etisalat.ae)), a telecom service provider in the UAE, lets subscribers know they have missed a call, even if their phone is switched off, or have been out of signal range. Messages are always day and time stamped. Other wireless operators around the world offer a similar service.

## 62. Managing Field Workers

The non-profit web site BraillePost.be (<http://www.braillepost.be>) which Euregio.Net supports relies on volunteers to print out messages submitted via the web on a Braille printer and then mails those messages by postal mail to visually impaired persons. As the volunteers don't want to check their inbox every couple of minutes for submitted messages, an SMS notification system was implemented. This has made it easy to change the phone number of the stand-by volunteer and provide an efficient way to deliver the Braille messages to their final recipients.

## 63. Interdepartmental Communications

- Johnson&Johnson set up an international SMS platform with a company called Red Message to communicate with it's 100,000 employees in the field. Every account rep receives by SMS, the stock situation in real time, stats, delivery dates... and other information sent out by company. (<http://www.theregister.co.uk/content/5/17249.html>)
- Another innovative application of text messaging: instructing New Dehli railway drivers and guards through SMS. All local drivers and guards will be communicated through SMS about their duties as part of the Crew Management System. The aim is to optimally utilize technology to increase efficiency and do away with the existing manual system. (<http://www.zeenews.com/articles.asp?aid=427820&sid=NAT>)
- The South African government's CIDB uses Clickatell to communicate tender information to a database of construction workers. Usually out on site, an SMS to their mobile phones was a logical solution ([www.clickatell.com/success/cidb.php](http://www.clickatell.com/success/cidb.php)).

## 64. Organizational / Business Unit Alerts

America Online is offering "U.S. Forces Alerts" ([findarticles.com/p/articles/mi\\_m0EIN/is\\_2003\\_April\\_2/ai\\_99494980](http://findarticles.com/p/articles/mi_m0EIN/is_2003_April_2/ai_99494980)) which allow AOL members to receive war news alerts whenever particular military units they care about are covered in the news. The service is available for 76 specific units across all four U.S. military branches and relevant news updates can be delivered online or as a text message on cell phones or pagers.

## 65. Project Status Updates

Families of British Merseyside soldiers in Iraq will be sent texts by the army if the regiment is targeted. "Families will get a flash message to tell them if information released by the news agencies is true or not and if it's not, that the truth will follow as quickly as we can", said Commanding officer Lt Col Gary Deakin. "We plan to test and adjust as we go and see what is appropriate. "If there are casualties then we would ask a casualty notification officer to go out to the family and break the news to them directly."

## 66. Project Management

Small-scale black farmers around Pongola, a few kilometers south of SA's border with Swaziland, receive one text message a week telling them whether they should irrigate their sugar crops that week. The pilot project has been set up by the SA Sugar Association <http://www.sasa.org.za/>, covering both small and large commercial growers as well as millers.

## 67. Fund Raising

txt Aid Ltd ([www.clickatell.com/success/txtaid.php](http://www.clickatell.com/success/txtaid.php)) owns a growing, profiled database of UK mobile phone owners who have voluntarily registered to help raise extra money for UK registered charities and other good causes. The opt-in service is funded exclusively by ethical and reputable advertisers paying txt Aid to send targeted SMS text messages promoting their products and services to those mobile owners.

## 4. INFORMATION TECHNOLOGY AND SYSTEM ADMINISTRATION

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### 68. Email Alerts

Yahoo Mail launched an SMS alert service for its email users based in the UK and Ireland. The service sends an SMS alert to a mobile user when an urgent or selected email comes into his Yahoo Mail In-box, according to [Web User](#).

### 69. Password Confirmations

Sending web access passwords via SMS can provide your customer with peace of mind when forgetting this sensitive information. Payment and order confirmations can also be automated in order to keep customers up to date with their account status. Sending an SMS is also an easy way to confirm the activation of a purchased service or changes in activation date. By making use of API integration, passwords can automatically be sent upon request of the user.

## 70. Malfunction alerts

MyServerAlert (myserveralert.com) offers SMS alerts for website or server owners in case of downtime. When any online service fails, MyServerAlert notifies the subscriber immediately by SMS, email, IM or phone.

## 71. Remote Monitoring Text Alerts

T-mac Technologies (<http://www.tmac-tech.co.uk>) is a leading intelligent system for remote, Internet monitor and control of assets including heating, ventilation, air conditioning and refrigeration, plant and machinery, fire and security systems as well as consumables such as water, air, gas and electricity. The company uses Clickatell's SMS gateway in case of faulty machinery.

Once t-mac sends alert messages to the server, the server immediately responds via Clickatell's gateway sending SMS direct to one or many personnel. The ability for t-mac's users to receive SMS alerts as soon as the t-mac device registers a fault has vast damage limitation and cost-saving benefits for the end-user and/or their client site.

## 72. Virus Notifications

Modifications to Symantec's DeepSight will give customers an early warning of computer viruses with the ability to track the outbreaks on the Internet. And as optional Alert Service which will send alerts via email, fax, voice call or SMS, according to [Infoworld](#).

## 73. System Failure Alerts

An "all-in-one" box alarm system automatically sends out Text Messages to alert the engineer when equipment fails. The Ascom UPAC sends messages directly from web browsers or it can automatically generate messages triggered by events such as an elevator stoppage or a broken fan. It distributes the messages to DECT or WiFi handsets, to pagers or to GSM telephones via SMS. The company says that existing communication systems can be enhanced with wireless messaging leading to a quicker and more efficient handling of critical events and shorter response times. Ascom's new professional messaging and personal alarm solution UPAC is designed for those with a messaging/alarm need for up to 100 users such as elderly care homes, retail, schools and social welfare offices.

## 5. TRANSPORT AND LOGISTICS

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### 74. Container Tracking

Shipping in Nigeria is gradually being repositioned to face modern challenges in international trade. A new technology of tracking containers through text messages was introduced to world renowned cargo carriers, in collaboration with Telecommunication giant, MTN. With the technology, Nigerian importers and other shipping operators can conveniently locate their containers in any part of the world.

### 75. Goods Delivery updates on-the-go

Ray & Sons has stayed in business for over 100 years and now today, mobile technology plays an important part. The company started in 1904 as an ice delivery service. Harvesting ice from the Hudson River and making deliveries with horse-drawn wagons. Customers would leave a sign in their window to let the "ice man" know how many pounds to deliver. The company has changed with the times and has delivered not only ice but coal, wood, kerosene, gasoline, diesel fuel and heating oil to residential and commercial customers. Ray & Sons now uses a Global Positioning System on its fleet for

faster customer response and text messaging technology to get information to the drivers."

## 76. Fleet Management

Fleet owners are turning to wireless GPS to provide them with information on what their trucks are up to helping them cut the amount of time vehicle engines are left idling. Real-time information - including idling time, fuel consumption, driving speeds, vehicle location and employee work time - enables business owners to make informed decisions about driver performance, customer service and efficient routing. The combined solution from KORE Telematics, North American provider of wireless GSM services for the machine to machine (M2M) market, and InSight USA, who provide GPS tracking services for fleet management lets companies locate its drivers at any given moment, from coast to coast in North America.

## 77. Tracking

- TextTrack ([www.texttrack.com](http://www.texttrack.com)) is a free tool that tracks UPS and FedEx packages simultaneously and alerts the user via SMS text message or email when their package has been delivered or changes location.
- Furniture Tracking: Banta Furniture uses SMS to ensure furniture moves timeously from one workshop to another to minimize the production time: ([www.clickatell.com/success/banta.php](http://www.clickatell.com/success/banta.php))
- Door-to-door luggage tracking by SMS; Personal Porter ([www.personalporter.com/P2](http://www.personalporter.com/P2)) is an Australia company offering travelers a global door-to-door luggage delivery service with real-time tracking via SMS.

## 78. Access Control

The Finnish Road Administration ([www.tiehallinto.fi/servlet/page?\\_pageid=68&\\_dad=julia&\\_schema=PORTAL30&kieli=en&\\_pageid=6](http://www.tiehallinto.fi/servlet/page?_pageid=68&_dad=julia&_schema=PORTAL30&kieli=en&_pageid=6)) has developed a system which allows travelers to open the doors to roadside toilets only by sending an SMS to the number given by the Road Administration. There are instructions on the doors to toilets and shower rooms, advising prospective users to send a text message "OPEN" to the number given on the door. The call is directed to a modem, which then sounds a buzzer and opens the door.

## 79. Hardware / Stock Management

Via SMS, policemen on the road can send the plate number of a vehicle and immediately get all the critical information about it, such as chassis number, engine number, if it's stolen, last date seen, last location seen, etc.  
(<http://www.givemeunlimited.com/main/clients.asp>)

## 80. Equipment Automation

- The city of Utrecht in the Netherlands uses text messaging to switch the street lights on and off. All street lights connect to the Orca group software system (<http://www.orcagroup.com>) and the mobile network of Telfort (<http://www.telfort.nl>).
- Willoughby City Council (<http://www.willoughby.nsw.gov.au/content.aspx?PageID=502&ItemID=81>) has installed environmentally friendly computerized irrigation systems called "Cloudmaster System" at eight of its sporting fields, enabling council staff to turn off the sprinklers via SMS if rain is forecasted.

### 81. Availability and Supply

The Chhattisgarh government in North East India (<http://chhattisgarh.nic.in/>) offers SMS alerts on the availability and supply of food to beneficiaries of the subsidized public distribution system. To get the alerts, the families will have to register details of their mobile phones at the food and civil supplies department website ([cg.nic.in/khadya/](http://cg.nic.in/khadya/)).

## 6. TRAVEL AND TOURISM

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### 82. Arrivals and Check-Ins

Singapore Airlines has introduced check-in by SMS for frequent flyers and users of its website, from most cities in its global network, reports PC Authority. Passengers can check in and confirm their seat allocation by a mobile phone text message from 12 Singapore Airlines destinations.

### 83. SMS Reservations / Bookings

HotelZone is one of the largest hotel booking agencies in Europe and has a staff of 75 in four countries. They opted to use Clickatell's SMTP (email to SMS) API for all its SMS traffic around the world. The booking confirmation alerts enable HotelZone's customers to receive reservation codes, hotel names & addresses and arrival and departure dates.

### 84. Managing Travelling Preferences

The Fairmont Dubai adopted to use Clickatell's Communicator product to keep in touch with their customers on a regular basis with short, direct messages. These were particularly effective for special events, as well as for food and beverage specials that needed to be promoted quickly.

### 85. Travel Information

- London's Underground provides free text messages to mobile phone with real-time travel news and details of delays before you reach the station. An SMS service is also available for Airport Express trains to Gatwick, Heathrow and Stansted. This service is

also free of charge and available to customers who book a train ticket via the web.  
(source textually.org)

- Leading online travel company, Orbitz.com offers alerts via the mobile phone, PDA, text message or email. Alert types include: flight arrival delays, flight cancellations, departure delays, or gate changes, severe weather updates, emergency information briefings, 24 hour flight status checks, and executive car service alerts. (Source: Orbitz.com)

### 86. Promotional Travel Offers

Lastminute.com offers promotional travel offers to its subscribers via SMS. "We will send information to SMS subscribers once each week," said Pete Flint, Head of Global Business Development for lastminute.com. "Subscribers select their preference (city breaks, hotels, restaurants, theatres, etc). Our SMS will detail an offer which reflects their product choice. This represents a value added service for true 'last minute' customers and people on the move who can still access lastminute.com's extensive database of products." (Source: m-travel)

### 87. International Health Information

Britons traveling abroad to exotic destinations are now able to receive immediate and free travel health information regarding malaria thanks to a new text messaging service developed by mobile healthcare specialist iPLATO. The service, funded by GlaxoSmithKline Travel Health as part of the Malaria Awareness Campaign, allows travelers to text in the name of their destination country to receive relevant information about the malaria prevalence in that country. (source SMStextnews.com)

### 88. Communication with Corporate Clients

South African Airways employed the Clickatell Communicator to take care of their messaging needs. The Clickatell Communicator solution was linked to the SAA intranet; accessible from within the Operations Control Center (OCC) of South African Airways at OR Tambo International Airport in Johannesburg. Short Messages (SMS's) are sent to corporate member mobile telephone numbers grouped into individual groups in the Clickatell address book; categorized to events specific as per the South African Airways Alarm notification documentation.

## 7. FINANCIAL SERVICES

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### 89. Credit Checks

Creditgate ([www.creditgate.com/sms\\_credit\\_reports.aspx](http://www.creditgate.com/sms_credit_reports.aspx)) offers instant and live mobile access to credit and director information on all UK limited companies. To retrieve information: mobile users type the company name or the company number or the director's name (prefixed with the words "director") and send as a text message to a designated phone number.

An SMS report can then be selected by simply replying 1 or 2 or 3 or 4, etc., to the subsequent SMS messages.

### 90. Cash Transfers

- Kenya's biggest mobile operator, Safaricom, allows its subscribers to send cash to other phone users by SMS. M-Pesa ([www.safaricom.co.ke/m-pesa/default.asp](http://www.safaricom.co.ke/m-pesa/default.asp)) is expected to revolutionize banking in a country where more than 80% of people are excluded from the formal financial sector. To send money users hand over the cash to a registered agent - typically a retailer - who credits their virtual account. They then send between 100 shillings (74p) and

35,000 shillings (£259) via text message to the desired recipient - even someone on a different mobile network - who cashes it at an agent by entering a secret code and showing ID.

<http://www.textually.org/textually/archives/2007/03/015381.htm>

- Servicing 20 countries in Europe, Ukash (<http://www.ukash.com/>) lets users go to a bank and get a form to pay cash for a secure one-time 19-digit code that is sent via SMS. This voucher number is used when they are asked to pay at any of the hundreds of web sites that accept Ukash.

### 91. Stock Prices Updates

Online financial information provider Advance Financial Network ([www.advfn.com](http://www.advfn.com)) is one of the many companies that offer an SMS text service for private investors. The service enables mobile phone users to receive price information for their chosen stocks by sending an SMS including the stock symbol to ADVFN. They will receive a text message within ten seconds detailing the stock's current price, the bid and offer price as well as the day's highs, lows and opening price.

### 92. Banking Alerts

- Bank of America ([www.bankofamerica.com](http://www.bankofamerica.com)) offers a selection of SMS alerts to their customers so that they can stay informed about important activity in their checking, savings, and credit card accounts. They can be delivered to both a customer's email address or as a text message.
- FNB are able to notify customers immediately of account transactions via an SMS message to their mobile phones. Enabling clients to keep up-to-the-minute with all activity taking place in their accounts, and to monitor and detect any fraudulent activity.

### 93. Short Term Loans

Ferratum ([www.ferratum.nl](http://www.ferratum.nl)) Finland offers a short-loan service in the Netherlands. Customers can borrow Euro 100 or 300 for a term of 15 days, by sending an SMS to the company with the name, date of birth, bank account and address. If they have pre-registered, the money is in their bank account within 10 minutes. First time customers have to wait 24 hours.

### 94. Instant Short Term Insurance / Policies

South African insurance company Metropolitan Life has introduced a service called Cover2Go ([www.cover2go.co.za](http://www.cover2go.co.za)), using Clickatell mobile messaging technology, to offer insurance cover to those on lower incomes in South Africa. The service costs around R10 (approx \$1), which is deducted from the phone's airtime and provides instant life insurance for six days, paying out R60,000 (approx \$6,300) in the case of accidental death.

### 95. Share trading

Australian online share trading company, Bell Direct (<http://www.belldirect.com.au>), offers an SMS share trading service. Investors can trade stocks either online or through a call center. Specifically, Bell Direct allows users to buy or sell shares on the Australian Securities Exchange (ASX), get free ASX quotes, stock prices and company information, read market updates, follow company announcements and set up watch-lists for your favourite stocks.

### 96. Virtual credit card numbers

Visa offers a 'virtual Visa card' (<http://www.entropay.com>) which exists only as a string of numbers on a pre-paid voucher. The card is activated by entering the account's reference number (provided at the time of purchase) through a secure web site, which generates a one-off Visa account number, expiry date and three-digit security code. These are sent to the customer via email or an SMS message.  
([http://www.apcmag.com/7550/virtual\\_visa\\_cards\\_head\\_online](http://www.apcmag.com/7550/virtual_visa_cards_head_online))

### 97. ATM Cash Alerts

SatCom Networks Africa Ltd. ([www.satconet.com](http://www.satconet.com)) uses SMS to alert banks in Tanzania of any impending or existing problems at ATM machines.  
(<http://www.clickatell.com/success/financial.php>)

### 98. Paying for Cash Services

(<https://textpayme.amazon.com/sdui/sdui/index.htm>) allows users to send and receive money with their phone via text messaging. To deliver a payment, a user simply enters the amount he or she wishes to send and the recipient's cell phone number (or personal alias) -- the transaction is instantaneous.

## 8. SOCIAL NETWORKING

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### 99. Application promotion

Businesses can develop and promote their own applications geared around the businesses products or services to encourage user interaction. Applications can leverage the services of social networking sites such as Facebook's SMS service to "directly interact with users via text messaging". Users will be able to interact with applications that they have installed as well as add new applications from both the XHTML site and via SMS." (<http://wiki.developers.facebook.com/index.php/Mobile>)

### 100. Social networking on the Go

The **PL8Scan** social networking service allows users to sign up to receive text messages from other members via their license plate number. (<http://techdirt.com/articles/20061215/134659.shtml>)

## 101. Communicating and content sharing via social networking sites

- My Space (<http://www.myspace.com>), the popular social networking site, added support for receiving MySpace alerts on Cingular subscribers cell phones via text messaging. "The alerts are to let users know when they have received things such as messages, comments, picture comments, friend requests, and event invitations."
- Text Me by Mozes (<http://www.mozes.com/>) allows users to send SMS, photos, and mobile gifts from their Facebook profile's for free. Text messages, photos, and gifts sent from users pages are delivered directly to the selected recipient's mobile phone.
- Carpoolmumbai.com is a social networking initiative in Mumbai, which is currently providing online car pooling service to city motorists. Members can, through an email, a phone call or an SMS, locate a car pooler near his location who is ready to accommodate him and take him to his desired destination.
- Twitter (<http://twitter.com>) is a free social networking and micro-blogging service that uses text messaging as one of the ways to keep in touch. When users send in a mobile text (SMS) via a short code, Twitter sends it out to the users group of friends and posts it to the users Twitter page.

## A GUIDE TO CLICKATELL PRODUCTS AND SERVICES

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### About Clickatell

Clickatell is the world's leading mobile messaging provider.

We can reach more people in more countries and on more devices than any other company in the world. We offer our customers access to a secure, dependable, high capacity messaging platform.

Clickatell's enterprise-grade Multimodal Global Messaging Service (MGMS) meets corporate-wide messaging needs for alert notification, business continuity and collaboration, enabling hundreds, or even hundreds of thousands, of individuals to be reached in real-time. Messages are sent to customers or employees in their preferred mode of delivery (eg. voice, email or IM) and allows for message escalation whereby notifications escalate from device to device (eg. mobile, landline, fax, pagers, etc.) or person to person until received.

To learn about how Clickatell's global mobile messaging platform can assist you in reaching your marketing goals, visit our website:

<http://www.clickatell.com>

Contact our sales team: [sales@clickatell.com](mailto:sales@clickatell.com)

Or telephone: USA +1 650 641 0011  
UK +44 20 7060 0212  
SA +27 21 910 7700

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### Clickatell Communicator



A web-based (ASP), bulk messaging tool design to facilitate fast and effective personalized SMS messaging to existing client databases. This robust system is the first of its kind, and incorporates mail merge capabilities to enable 5-factor message personalisation. Communicator incorporates a database management component, making SMS messaging to groups or individuals fast and effective.

The solution is designed for SMS marketers, campaigners, debt collectors, in fact, anyone who needs the ability to broadcast multiple messages simultaneously. Although Clickatell Communicator also enables single messages to be delivered, its primary purpose is to make the task of bulk messaging fast and simple. An easy to use interface, combining data management, message creation and mail merging, enables users to type a single message, and broadcast it to many thousands of recipients, with each message being personalised for the recipient. The database can also be shared across multiple user environments.

### Clickatell SMS Gateway

Clickatell provides direct access to its core mobile data delivery platform and international SMS gateway through a series of APIs (Application Programming Interfaces). Clickatell's SMS gateway APIs allow developers to utilize generic skills in developing, integrating and deploying mobile data solutions. Clickatell's APIs support several protocols, including SMPP, HTTP/s, SMTP (email to SMS), FTP, XML, Com Object, etc. Easy to use instructions make all the features of the Clickatell offering available to application developers and corporate IT groups for SMS application building and legacy database integration.



Sample code and comprehensive integration specification documents are provided for each protocol. Many organisations have messaging requirements, as well as a need to integrate solutions with their existing databases and systems. For these clients, out-of-the-box solutions are not ideal. Clickatell has therefore opened its SMS gateway to organisations who simply wish to create their own messaging system, interface or environment. In this way, clients are able to SMS-enable any application or product, independent of the platform on which they choose to develop. This connection is extremely simple and can be done using generic skills, allowing the business to send high volume or single, triggered mobile text messages to recipients.

The Clickatell SMS gateway (API) supports a number of advanced messaging features including sender ID, logos, ringtones, unicode, binary, concatenation, EMS, vCards, vCals, SMS (MO), and flash SMS.

### Clickatell Messenger-PRO



Clickatell Messenger-PRO is a desktop application designed to be installed on a single PC, or across multiple end-user machines. Comprising a database, Outlook address book integration and an SMS messaging interface, Messenger-PRO SMS-enables any PC. Also including a merge mechanism, this application is designed to facilitate both one-to-one and bulk messaging. This product can be distributed by Clickatell's distribution partners as a branded product.

Clickatell Messenger-PRO provides the ideal solution when clients wish to deliver bulk or individual SMS messages, but would prefer to utilise a desktop application with local databases, rather than a web-based tool. For businesses that would prefer their staff to deliver SMS messages, rather than placing costly calls, an installation on each staff member's desktop will reduce costs and save time.

All instances of Messenger-PRO can be linked to a single corporate account, or each user can make use of their own account. Derivative products of Messenger-PRO are sold through distribution networks within reseller channels.

### Clickatell ICM

Clickatell ICM (Interactive Campaign Manager) is a web based application that enables interactive two-way messaging and is targeted towards clients who have a need to manage their SMS campaigns and services, based around short codes and keywords.

Clickatell ICM provides a simple interface that allows for easy administration of both inbound and outbound campaigns, based on keyword management. Examples include competitions, marketing campaigns and ringtones, etc. By providing for two-way interactive messaging, Clickatell ICM will equip users with all the tools to manage subscriber lists and content.

Content can be text only or information linked from existing applications. Users have full control over their campaigns and services in real-time, making it easy for a once-off marketing campaign or to create a new service.

