



BENEFITS OF SHORT MESSAGING SERVICES (SMS)

As mobile technology gets more advanced and widespread, customers and employees are moving around, organizations are realizing the benefits of disseminating time-sensitive, mission-critical information via SMS delivery.

Integrating the SMS Services with the existing business applications gives an extended advantage to the corporations. It can be services such as reading email via the SMS, auto-event trigger of a SMS alert to relevant personnel during a system failure or sending customers latest information on products or services. At Pan Cyber, we aim to help enterprises to leverage on the power of the messaging technologies.

Messaging solutions will be able to help enterprises:

Save costs

Our messaging solutions makes possible for businesses to save costs by streamlining and automate their communication procedure. Here are some possibilities of how messaging can help corporations to save cost:

➤	Event triggered SMS alert to alert Engineers when system is down, reduce the need to have personnel to stand by the clock to watch over the system.
➤	Automated sending of company news, announcements and reports to clients and media reduces the communication costs.
➤	SMS mass broadcasting to customers on new products and services as another channel for advertising which is effective and low cost.
➤	2-Way messaging provides customers the ability to query the status of their computers or products under servicing and get a response that to inform them the status of the servicing job and the estimated time for collection. This will reduce the need to have a large call center to answer such query. Call center can be used for a better purpose such as problem logging, serving to customer complaints and getting sales lead.

Generate more revenues

Our messaging solutions allow corporations to differentiate their services by providing quality mobile services to customers. Here are some possibilities of how messaging can help corporations to generate more revenue.

➤	2-Way messaging allows stock broking firms to deliver online SMS alerts on share prices information by allow investors to query for certain stocks prices and to make a quick decision to invest. It allows the investors to submit the place order parameter directly to the trading center. Thus the trading volume increases and so thus the revenues of these stock broking firms.
➤	Generate more responses from consumers to participate retail sales promotions with SMS coupons to be redeemed.
➤	Call centers can expand their range of support services and offer first-class wireless support to customers.

Retain Customer loyalty

Messaging solutions provide corporations to offer remarkable customer service for their clients. It provides their customers the convenience of using their services at anytime and anywhere. Stay in touch with the clients and retain their loyalty. Here are some possibilities of how messaging can help corporations to retain customer loyalty.

➤	Automated sending of confirmations on course or workshop registration on the participants' mobile phones.
➤	Prescheduled SMS alerts to participants as a reminder of the time and place of the course venue.
	SMS Mass broadcasting to invite club members to join special events or promotions.

Improve efficiency

Messaging solutions enable corporations to mobilize their business applications, ensure timely and secured delivery of information to partners or employees even when they are on the move. This helps to improve efficiency and save time by shortening decision making and responding time. Here are some possibilities of how messaging can help corporations to improve efficiency.

➤	Organize sales force applications to submit customer orders online to sales personnel. Thus guarantee faster responses from customers. It makes a improved operation of sales personnel.
➤	Equip corporations staff with mobile access to company knowledge base even when they are away from their desk. This would result a faster turnaround times for any work procedures.