



SMS SERVER



In this competitive world, apart from the product / service being good, customer service needs to be responsive and effective. More and more companies are looking for innovative ways to achieve this and being M-enabled is truly the right one. Using SMS to engage consumers on personal mobile handset have received much attention in the past few years. The ability to make a personal offer to a highly targeted audience at the most appropriate time, is something that every company longs for.

SMS SERVER a versatile product that integrates with your existing application at the back end to help use SMS as instant medium for information and query, in-turn adding value to your service offerings. ViaSMS is the best fit for a number of industries like

- Banking and Insurance
- Automobile
- Health Care
- Media and Information
- Travel and Leisure
- Retail

Benefits

Improved Customer Satisfaction by intimating customers with timely and personalized information.

Reduce Cost by sending out timely information via a cheaper medium rather than brochures, direct mailers

Maximize Productivity by reducing mundane jobs and concentrating on more productive activities.

Increased Revenue Opportunity through proactive targeting of your customer, expand up-sell and cross-sell opportunities, and prioritize your most valued customer.

Quality Contact by increasing the quantity and quality of all customer contacts.

Competitive Advantage By being ahead of the rest



SMS SERVER

Automobile

SMS SERVER provides personalized service to your customers using SMS by integrating your existing Service software at the workshops. Some of the rich features are mentioned below

Greetings	First Time Customers visit greetings. All Customer visit greetings Birthday greetings to customers Anniversary greetings to customers
Service Reminders	Car service due reminders. Can be based on Service type 1 st /2 nd /3 rd service Due Date Sale Date
Pick up Reminders	Vehicle ready after service / repair with exact bill details and amount
Extended Warranty	Sell Extended warranty
Events / Bulletins / Promotions and Schemes	Inform Customers of Events / Bulletins / Promos. Can be based on Pin Code for area specific Salutation Customer Type True Value or otherwise Car Model Type Sale Date Range Job Date Range Follow up Date Range Mileage Range Service Type Follow up Response
Insurance Sales	Provide value addition to your services
Insurance Reminders	Remind your customers premium is due based on Model Due date range Sale date
Extended Warranty	Sell Extended warranty Model Warranty exp date range Mileage date Visited date



SMS SERVER

Automobile

Bill Change alert	Any change in the bill amount
Send Message	Send a message from the desktop Import from a text File Broadcast to all customer Selective send message to customers Message Priority
Receive Message	Incoming SMS messages can be read
Forward Message	Can be forwarded to other cell phones
Reply to Message	Can send reply to sender
Extensive Reporting	User Maintenance Configuration of each message type. Log file maintenance Old message maintenance Queue maintenance

We have three versions of SMS SERVER software.

- 1. Works through the Cell phone Nokia 5110**
- 2. Works through the GSM Modem**
- 3. Works through the Internet Gateway**

To install ViaSMS all you need is

Cell Phone Version	GSM Modem Version	Gateway Version
<ul style="list-style-type: none"> • Nokia 5110 or 6110Cell phone with Data Cable • PC with Windows 98/2000 • 128 MB RAM • 20 GB HDD • Serial port and parallel port 	<ul style="list-style-type: none"> • GSM modem with cable • PC with Windows 98/2000 • 128 MB RAM • 20 GB HDD • Serial port and parallel port 	<ul style="list-style-type: none"> • Internet Connectivity (Cable/ DSL/Dial-up) • PC with Windows 98/2000 • 128 MB RAM • 20 GB HDD • Serial port and parallel port

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