

# **Automated SMS**

Alerts, Communication & Marketing Messages

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## Automated SMS messages

SMS automation software can significantly help organisations contain costs, improve communication and reduce risk. SMS is a highly effective and reliable form of communication that can dynamically integrate into existing ERP, CRM or warehouse management systems, helping to improve customer communications, deliver management alerts, generate new business as well as monitor critical systems and equipment. Automating the data driven creation and distribution of SMS messages also guarantees the timing, relevance, personalisation and performance of communications.

This is where integration and automation software plays a pivotal role by dynamically monitoring a variety of business systems and applications to automatically create and send SMS messages to employees, prospects, suppliers and existing customers at the exact moment the communication is required.

## Business Processes

Many businesses use an SMS solution to drive sales and enhance customer experience - but how many businesses maximise the opportunity to dynamically integrate their SMS solution with existing systems to automate SMS messages?

Employees can make errors which can threaten the relevance and timing of SMS messages putting high standards of customer service at risk and potentially losing repeat custom in the long term. The growing demand of great customer service, improved customer retention platforms and marketing collateral is leading businesses to look at ways to combat the demands placed upon them and improve their day to day processes to increase revenue.

The pressure on managers to drive revenue is greater than ever, and many are introducing solutions that can identify when a customer has not purchased a product or related item for 'X' months whilst automatically creating and distributing personalised SMS marketing messages set to exact business rules. Some businesses automate SMS communications when a customer has reserved or purchased a product and when the order has been dispatched. All of these steps can be dynamically generated saving employees time, increasing revenue and improving process management.

## Automated SMS Marketing to Drive Revenues

SMS is also a powerful marketing vehicle when used tactically, and can yield significant financial returns for any type of organisation. However, the biggest challenge with SMS marketing is timing and relevancy, as both these criteria are dependent on employees having the time and skills to identify the correct audience and message content.

BPM software, such as Orbis TaskCentre, can automatically identify prospective SMS campaign targets. For example, customers who have not purchased for six months or recently bought a related product, and send them a promo code or other call to action via SMS.

## System Monitoring Alerts

With businesses and organisations heavily reliant on the uptime of data centres and IT systems, the IT manager, or team, need to be fully aware of any faults or interruptions to service. The systems, especially in mission critical ones, require constant monitoring and report capabilities 24 hours a day, 365 days a year.

When faults are detected, such as UPS alerts, mail server problems, irregular comms-room temperature or even a server drop off, they are usually assessed and prioritised. Faults that



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Monitoring systems will utilise a number of methods of communicating these alerts to the IT manager, and one of the quickest and most reliable ways is via SMS. Text messaging technology can be easily integrated into any monitoring solution and enable the IT manager to receive instant automated messages whilst on call through the day or night.

It is a similar scenario for businesses that are reliant on chilled storage. Monitoring the freezer equipment is essential to prevent the loss of frozen goods and chilled inventory and exposing the organisation to financial risk. With an automated system in place, potential issues could be identified and averted before they become a problem, removing the risk of relying on employees to monitor and report on potential issues.

## SMS Healthcare Reminders

Another sector where automated SMS messages can have a positive impact is healthcare. The NHS and healthcare organisations lose thousands of pounds each year to missed appointments, as well as wasting valuable resources. It is a factor that has been prevalent for years with numerous campaigns attempting to resolve the issue.

Harnessing the power of SMS messaging can prevent this scenario, however, via a simple reminder text. Integrating an automated SMS system with an organisation's scheduling system can make the process extremely efficient, requiring significantly fewer staff resources and resulting in improved patient attendance.

