

ADVERTORIAL
BULKSMS.COM
April 2, 2008

SMS alerts improve logistics management

SMS alerts are improving logistics management within the supply chain. SMS, as a communication channel, allows for the sending of information to one or more people at short notice thereby meeting the key business requirements of timeously communicating delivery schedules to drivers and ensuring that customers are kept informed on their order status.

“SMS offers the logistics industry three key advantages. SMS improves overall business efficiency and it has the ability to notify parties on the move of changes to schedules. SMS reduces call volumes, cutting the costs associated with contacting drivers or customers telephonically when freight schedules change,” said Dr Pieter Streicher, managing director of BulkSMS.com.

There are several uses of SMS communications for logistics management. SMS alerts are used when changes in drop-off or pick-up schedules need to be communicated by depots to drivers when freight is on the road, or to provide drivers with the correct contact details of people at a depot. SMS alerts are also used to notify customers that their orders are ready for collection or for sending proof of delivery to customers. Due to its near instantaneous delivery to the cellphone number specified by a customer, SMS is effective in alerting customers of any delays in the delivery of an order.

SMS has further use for administrative and marketing purposes. It is used to remind customers about business hours during public holidays, provide notifications to customers for outstanding payments or to send advertisements for new services or specials to existing customers.

The BulkSMS Text Messenger, a desktop messaging application, meets the SMS communication needs of logistics managers. It connects via the Internet to the BulkSMS.com SMS gateway, providing access to all South African network providers as well as over 500 networks globally, and provides a centralised management system for all messaging to the cellphone numbers of drivers, customers and other parties. It allows you to link to these contact details irrespective of whether they reside in a regularly updated spreadsheet or external database. Additional functionality includes the scheduling of messages to be sent at a future date as well as receiving SMS replies to the application’s inbox.

By sending SMS alerts using the BulkSMS Text Messenger, logistics managers are able to improve business efficiencies with targeted communications, reduce communication costs during the delivery process, and ensure customer satisfaction by managing expectations around order fulfillment.

ENDS

[391 words]

About BulkSMS.com

BulkSMS.com, a division of Celerity Systems (Pty) Ltd, has been in operation since 2000 and is headquartered in Cape Town, South Africa. BulkSMS is a leading wireless application service provider offering bulk SMS messaging solutions to large and small businesses, public benefit organisations, and individuals. BulkSMS.com has a global market presence, including Europe, South Africa, the United Kingdom, and the United States of America. To further an organisation's SMS communication needs, BulkSMS offers two-way bulk SMS messaging, premium rate solutions and supports mobile marketing campaigns. BulkSMS flagship messaging solution is the BulkSMS Text Messenger, a desktop application. BulkSMS is a member of the Wireless Application Service Provider Association (WASPA).

For more information on BulkSMS's commercial messaging services visit www.bulkSMS.co.za and for details on BulkSMS's messaging service offering discounted bulk SMS message prices for public benefit organisations (such as schools, NGOs and faith-based organisations) visit <http://community.bulkSMS.com>. For direct enquiries email info@bulkSMS.com or contact BulkSMS telephonically on +27-21-552 6321.