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Challenge presented

Bizmate provides turkey solutions, consulting and business process reengineering services for optimizing business processes using the latest IT tools. Bizmate was looking for a reliable partner that would allow the company to quickly and easily integrate SMS sending functionality into its own applications.

Actions undertaken

Bizmate decided to integrate the Skebby SMS gateway into the management platforms it develops for its business clients, to allow SMS alerts to be sent in connection with shared calendars and appointments, as well as sending email alerts. What’s more, Bizmate integrated the Skebby APIs into its corporate clients’ reporting systems, thus enabling summary reports to be sent by SMS. Lastly, it developed a platform with a centralized address book, for promotional mailings via newsletter and text message.

Benefits delivered

“Skebby was the obvious choice: originally we were interested by their competitive prices, then by their initial willingness to carry out testing with the APIs, and lastly by the speed of delivery of the texts, compared to other SMS suppliers we tried” explains

Antonio Sapienza, Sales Department, Bizmate.

How can marketing and digital PR agencies benefit from SMS?

✓ Announce promotions

Offer your clients the SMS service. They'll be able to announce promotions to their customers via simple text message.

✓ Generate new contacts

Help your clients to create and grow databases of users who opt in to be contacted, in order to grow their business. Users can sign up to the service by sending a text and this way companies can build up a database of mobile numbers.

✓ Promote events

Add SMS as a channel for promoting events that you organise for yourself or your clients.

✓ Improve customer service

Help your business clients to open up a dedicated channel of interactive customer services using SMS.