Challenge presented

DuePuntoUno is a Milan-based company which works to optimise mobility management by gathering, aggregating and distributing geolocated data through various channels (web and mobile). The Municipality of Cuneo was looking for a direct, simple channel for communicating with local citizens in real time, and specifically for reminding citizens of times and dates of parking restrictions due to street cleaning.

Actions undertaken

Skebby's SMS gateway service was integrated into the free service ComunAlert, which DuePuntoUno developed for the Municipality of Cuneo. The gateway allows SMS to be sent for direct communication with citizens, who can request text alerts with the date/time of street cleaning, inserting up to 5 different streets (those in which they park most often).

Benefits delivered

For the Municipality, the opportunity to offer an added-value service and avoid the costs of towing illegally parked cars. For citizens, the advantage of being notified in time and therefore being able to move their cars and save money they would have spent on parking fines. *"Skebby has always ensured an impeccable service and the most suitable solutions for our needs"* explains **Paolo Rigamonti, CEO of DuePuntoUno**.

How can web and software developers benefit from SMS

✓ **Improve customer service**

Use SMS applications to supply customer service or technical support by developing a dedicated channel.

✓ **Signing up to services / themed communities**

Create services as part of your website/application encourage to users to register via SMS.

✓ **Send and receive broadcast SMS to groups**

Update users in broadcast as you prefer or during live events as they happen. Use the Receive SMS service to receive comments which you can repost and share.

✓ **Secure user identification**

Verify clients' identity during all processes such as sign-up or accreditation.

✓ **Internal communication**

Integrate SMS for alarm systems, troubleshooting and fault management, so as to send an immediate, personalized notification to staff/help desk centres.