



*“Thanks to Skebby, we can offer our companies exactly what they ask, supplying a useful, efficient service”*

### Challenge presented

Egg Solutions specialises in building Cloud computing software for more than 400 financial services companies. Egg Solutions needed to add an SMS channel to its own financial platform.

### Actions undertaken

Egg Solutions integrated the outbound SMS gateway into its platform to allow its clients to:

- send automatic individual text messages relating to the progress of a financial application: SMS sent to begin an application, SMS providing updates or requests for information, or sent when closing an application, etc.
- send marketing SMS for promotional campaigns using databases provided by their client companies.

### Benefits delivered

Text messaging has allowed us to optimise customer experience for our client companies, keeping their customers up to date on the progress of their applications automatically and at all times.

*“Thanks to Skebby, we can offer our companies exactly what they ask, supplying a useful, efficient service”*, explains **Damiano Ferraioli, Operations Manager at EGG Solutions.**

#### 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.