Challenge presented

Elatos Web is a web-based management software that does not require installation, and is ideal for organizing all the business processes of small and medium enterprises.

Elatos Web wanted to add the SMS channel to its software.

Actions undertaken

Elatos Web chose Skebby as its SMS supplier. By integrating the SMS gateway via API, Elatos Web was able to add the option of sending text messages to customers included in the software's database.

This integration made it possible to send alerts, notifications and reminders via SMS, and receive replies by text messages to a dedicated number, offering full online reporting on SMS correspondence.

Benefits delivered

With Skebby, Elatos Web has found a reliable partner which has allowed it to improve the CRM functions it offers its business clients, by allowing them to send text messages.

"SMS has improved the customer experience offered by these companies: thanks to this fast, effective communication tool they have been able to step up their business relationships and customer care" explains **Lorenzo Fontanella, Sales Department Elatos Web**.

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.