

Challenge presented

IITuoPrestito.it srl is a company that specialises in consulting and managing personal loans for employees and pensioners. IITuoPrestito.it wanted to integrate the SMS channel into its CRM system in order to communicate effectively with its clients and prospects.

Actions undertaken

IITuoPrestito.it integrated Skebby's SMS gateway for sending promo and advertising texts to its proprietary databases, offering the services of a local financial advisor whom clients can contact by replying to the SMS. IITuoPrestito.it also sends text alerts with important notifications about the status of loan applications. Lastly, it uses SMS Classic Plus (with delivery report) to maintain its contact database up to date, by monitoring the delivery reports (e.g. wrong, inexistent or inactive numbers), avoiding having to pay for texts sent using inaccurate contact details.

Benefits delivered

It didn't take long for IITuoPrestito.it to integrate the SMS channel into its systems and start sending single and multiple SMS quickly to its 200,000 contacts. Lastly, thanks to SMS Classic Plus the company was able to optimize how texts were sent, saving on the cost of sending messages to wrong/invalid contacts.

*"Skebby enabled IITuoPrestito.it to easily integrate SMS sending with its CRM processes, improving our relationships with customers and informing them in real time of how their loan applications were progressing" explains **Cesare Costantino, CEO, iITuoPrestito.it.***

How can financial companies benefit from SMS mobile marketing

✓ Increase sales

Financial agencies can carry out promotional campaigns on databases and send out up-to-the-minute information to their customers. Insurance firms can remind their customers of the expiry dates of their policies.

✓ Improve customer service

Notify customers details of transactions made in real time, allow them to request information (current account balance, etc.)- Insurance firms can keep their clients updated on damage compensation.

✓ Generate new contacts

A dedicated mobile number can be used to generate further contacts from people who don't mind getting news and updates via SMS.

✓ Sending photos

Insurance companies can receive photographs of accidents sent directly by their clients. Photos taken arrive directly to the systems of the company's claims department.