**meliconi**

## Challenge presented

Meliconi S.p.A. is an Italian firm that's known for manufacturing universal remote controls. It operates in the national and international mass retail sector (domestic appliances, audio, video and consumer electronics), and was looking for a speedy, reasonably-priced system for the process of programming its remote controls (24 hours a day).

## Actions undertaken

Through the Skebby SMS Gateway a dedicated number for receiving SMS was set up and printed on the instructions for the universal remote controls. Purchasers can send an SMS to this dedicated number indicating the brand and model of their television, and the system will automatically reply with a code. They then type this code into their remote in order to program it for their specific TV set.

## Benefits delivered

With SMS Gateway the company improved user experience by making the service available at any time of day, and by reducing the time it takes. What's more, by using the automatic reply to text messages, costs were cut on calls to customer assistance, while simplifying the customer experience.

*"The Gateway SMS system allowed us to create an innovative system to support programming for our universal remote controls, thus offering a service to our customer base"* explains **Paolo Cipri, Product Manager Consumer Electronics, Meliconi.**

### How can consumer businesses benefit from SMS Marketing

✓ **Improve customer service**

Allow your clients to send texts to ask for help, information or to automatically complete processes.

✓ **Announce promotions**

Promote your business by sending promotional messages with specific calls to action in the message to stimulate customer response.

✓ **Announce news, updates, useful information**

Send useful information on new products that you've developed, new services or company's news.

✓ **Mobile brochure**

Customers can send a message with theirs email address to receive the PDF of the brochure.

✓ **Internal communication**

Integrate SMS into your systems to remind staff of deadlines, appointments, etc.

**skebby**
cloud sms solutions