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Challenge presented

Mioindirizzo offers professional IT solutions to business clients: registration and protection of web domains, hosting, multichannel E-M@rketiing solutions, virtual and dedicated servers and advanced online advertising solutions (planning web or mobile advertising campaigns).

Mioindirizzo was seeking a new SMS provider in order to continue offering, as part of its IT services packages, the functionality of sending text messages its business clients' PR activities.

Actions undertaken

Mioindirizzo integrated the Skebby SMS Gateway into its packages, offering its business clients the opportunity to carry out promotional text message campaigns quickly and easily. What's more, Mioindirizzo integrated the SMS Gateway into its own E-M@rketiing platform; this platform was created for jointly managing publicity campaigns on e-mail, SMS and through social networks (Facebook and Twitter).

Benefits delivered

"Thanks to Skebby we've been able to integrate a new method into our system, allowing us to reach our campaign users in a way that's fast, reliable and extremely competitive within its market" explains

Andrea Colognese, CEO MioIndirizzo.

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.