

*“Through the Email to SMS service we are able to keep updated in real time our client on all our activities”*

### Challenge presented

MutuiOnline allows people to compare products from more than 40 participating banks and find a mortgage to suit their requirements. MutuiOnline was looking for a straightforward, direct way of communicating with its clients rapidly, and for monitoring access to its internal business systems.

### Actions undertaken

MutuiOnline integrated the Skebby SMS Gateway for sending and receiving text messages. Customers receive a confirmation SMS after they compile the mortgage request form on the website. Once the consultant has gathered all the information and approved the request, they send the customer a kit indicating all the documentation required for the application. When the documentation is ready, the consultant sends a courier to pick it up. An SMS notifies the client that the documents have been received and that the application phase has begun. Once completed, an SMS tells the client that the bank has approved their application, and has set an appointment for signing the contract. MutuiOnline also uses text messages for monitoring access to its internal business systems: when an employee logs in to the VPN, they automatically receive an SMS advising them that the system has been accessed and to immediately contact security if they themselves did not log in.

### Benefits delivered

Text messages have allowed MutuiOnline to ensure immediacy, discretion and security when sending customers information as part of the mortgage application process. What's more, with SMS messages, system access monitoring is carried out automatically, guaranteeing constant supervision and a high level of security.

“Through the Email to SMS service we are able to keep updated in real time our client on all our activities! We also receive detailed info from our system automatically: my steady monitoring work is guaranteed!” explains **Nicola Oriti** – **Organization and Processes Responsible of MutuiOnline.**

[www.skebby.com](http://www.skebby.com)

### 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.