



“Skebby offered us the best solution for sending personalised Neveralone texts”

Challenge presented

Neveralone, an Italian company set up in May 2008, supplies a telephone service at no cost (in exchange for listening to short ads), with an international freephone number, competing with the expensive 892xxxx or 12xx numbers. The novelty of this service lies not only in the fact that it's free, but also in the fact that operators look up information that users request on the web: a sort of “Google” by phone. To complete its service, Neveralone wanted to supplement the phone response by also sending a memo by text message. The message contains the information requested by the user, to make it easier to remember.

Actions undertaken

In partnership with Skebby, Neveralone integrated the SMS Gateway service into its platform. If the user so wishes, the operator can quickly text the caller in real time, sending the information requested directly to their mobile phone.

Benefits delivered

Text messages are an added value that has raised the quality standard of this service, creating customer loyalty in the process. Thanks to Skebby, Neveralone has developed a new communication channel within its service, while keeping costs down.

“Neveralone has found Skebby to be a reliable, fast business partner; these are rare qualities given the slowness typical of major phone providers. Skebby offered us the best solution for sending personalised Neveralone texts, for managing the purchase of text bundles quickly and simply, and for tracking our progress” explains **Paolo Orlandi, Founder of Neveralone.**

How can media benefit from SMS Marketing

✓ Increase sales

Send text messages when magazines, special supplements or associated products hit the newsstands, to let readers know and give them a preview of the content.

✓ Announce news, updates

Send messages with the latest news, programme guide memos or premium content (weather, horoscope, etc.).

✓ Engage listeners and readers

You can create programmes and formats with user generated content (UGC) in an engaging way (votes, competitions, games, quizzes).

✓ Generate new contacts

Create an SMS club for your title or programme: customers can sign up and you can then update them on news, useful info, content previews..

✓ Letters to the Editor

Use the Receive SMS service to receive opinions and questions by text message.