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Challenge presented

Ooros is a company in Turin which developed Desidoo, a social shopping network which puts customers and shopkeepers in touch with each other. Ooros wanted to integrate the SMS gateway into its platform, by adding SMS as a method for customers to sign up, and to allow shopkeepers to carry out promotional campaigns.

Actions undertaken

Ooros integrated the Skebby SMS APIs into Desidoo, to allow SMS to be sent and received. Shops which have decided to use Desidoo can get their customers to sign up by SMS; the customer leaves their mobile number at the shop, and automatically receives a text message confirmation which they then text a reply to in order to activate their registration on the website. Once they've signed up, they can access exclusive member-only promotional offers at the shops taking part. What's more, Ooros offers shopkeepers the chance to send bulk geo-localized alerts via SMS to their contacts database.

Benefits delivered

Ooros has managed to solve the problem of how customers sign up to their platform: by using SMS, the customer experience is simple, effective and creates engagement. On the other hand, shopkeepers who join Desidoo can build customer loyalty through SMS promotional campaigns, or acquire new customers through special offers posted on the website.

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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 their email address to receive the PDF of the brochure.

✓ Internal communication

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