

Challenge presented

The mission of PA Digitale SpA, a leading business for innovation in public services, is to simplify, reorganise and modernise internal processes in public authorities. PA Digitale wanted to integrate the SMS channel into its management solutions, to offer a direct, effective channel of communication to the clients of public services.

Actions undertaken

PA Digitale quickly and easily integrated the Skebby SMS Gateway into its Urbi platform, delivered to public services through ASP. Through Skebby's APIs the citizens of Municipal and Provincial Authorities and public authorities who are PA Digitale clients can request and receive a wealth of services and information via text message. For example: track the progress of an application, find out about local daycare services or check how much credit they have left for purchasing school canteen vouchers, and so on.

Benefits delivered

By integrating Skebby SMS Gateway, PA Digitale is able to offer public bodies a new communication channel, improving and streamlining the user experience of its proprietary management solution. Public bodies which are clients of PA Digitale can thus offer citizens innovative services by using the SMS channel, which is immediate and accessible to all.

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.