Challenge presented

Sistema Sosta e Mobilità (SSM) is a state-controlled limited company whose majority partner is the Municipality of Udine. It was set up in order to manage parking, car parks and urban mobility. SSM was seeking a reliable partner in order to offer its users the option of paying for parking via SMS, as part of its proprietary multichannel "Telesosta" platform.

Actions undertaken

SSM activated the Skebby Receive SMS number 320 20 41 010, to which users with enabled mobile phones can send an SMS stating the start/end time of parking, and applicable parking rate. The parking fee, based on rate and duration, is automatically deducted from prepaid credit purchased online from the website www.ssm.it with payment via credit card. The service also enables customers to link several car registration plates with their account, or pre-set the parking time, so the SMS gateway interprets the text message sent according to the user's requirements: a pre-set registration plate or choice of registration numbers, pre-set rate or choice of rate zone. What's more, the gateway also makes it possible to offer a service to alert users by SMS that their parking time has expired (for pre-set parking times) and notifying them that their credit has run out.

Benefits delivered

"Thanks to the Skebby gateway, SSM implemented the "Telesosta" service to pay for parking via text message. This offers our customers the option to activate, change or extend the parking time from any location using their mobile phones, without worrying about the parking meter running out, and receive text alerts when their parking time is about to expire or when their prepaid credit is running out" explains **Pierluigi Pellegrini, General Manager of Sistema Sosta e Mobilità SpA**.

www.skebby.com

How can transport companies benefit from SMS mobile marketing

✓ **Improve customer service**

Offer your customers the option of receiving immediate alerts with departure times listed by departure locations and carriers, via SMS transport.

✓ **Booking service**

Citizens can send a text message to request a taxi and get a reply by text to confirm.

✓ **Generate new contacts**

Create your company's SMS club: customers can sign up to the service by sending a text so you can keep them up to date with special offers, brochures, useful information and so on.