



“Faster, more complete customer service thanks to SMS integration”

Challenge presented

xCALLY offers a complete solution for managing Professional Inbound and Outbound Contact Centres. xCALLY was seeking a business partner to allow them to add the SMS channel to their solution.

Actions undertaken

xCALLY integrated Skebby's SMS API in order to send messages from its own contact centre. During the flow of inbound/outbound calls, the call centre operator can simultaneously send the customer a text message reminder before the call has finished, with the information requested.

Benefits delivered

“Improved management of interactions, due to sending information directly to customer's mobile phones. Faster, more complete customer service thanks to SMS integration. An excellent customer experience” explains **Daniela Pizzurro, Product Manager xCALLY.**

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.