Splice
RESOURCES

125 Business Applications of Bulk Sms

Published By

Splice Resources

805, Span Trade, Opp Kochrab Ashram, Paldi, Ahmedabad – 380006

India: 00 - 91 - 79 – 66052525

Copyright © 2007

www.rapidsms.co.in

CONTENTS

Financial Services

1. Account Updates / Balance details / Low balance/ installments etc
2. Promotional Offers
3. Loan Approvals
4. Transaction details - Cheque bounce
5. Payment Reminder Alerts
6. Offers & promotions
7. Insurance / SIP reminders
8. Mutual Funds – Offers NAV etc
9. Interest rates / Charges revision
10. Cross Selling partner products

Short code

11. Quick balance
12. Loan Application
13. NAV status
14. Feedback
15. Service Registration
16. Lead generation

Retail

17. Send Updates on SALE, offers & promotions to the customers
18. Updating customers on status of their purchase / repairs / delivery etc
19. Sending greetings – Festival, Birthday, Anniversary etc
20. Announcements – Openings, Launch etc
21. Send end of the day sales to the retail managers /coordinators
22. Conduct SMS based surveys with the customers
23. Alerts thanking the customer for their purchase at the store
24. Important Announcements to the store staff

Short code

25. Quiz / Contest
26. Store Locator
27. Data Generation

Transport & Logistics

28. Container tracking
29. Transit / Delivery Status
30. Freight charges
31. Account balance and payment reminders

    Short code

32. POD / AWB status
33. Booking / Pickup request

Education

34. Send exam results
35. Update parents with prior information on school closures
36. Fees Payment reminders
37. Absenteeism alerts
38. Announcement – Parents day, Annual Day, Picnic etc
39. Any delays or issues with school bus service

    Short code

40. Result on request
41. Nearest education center locator
42. Complain request

Government

43. Communication while emergencies, disaster situation
44. Health / Cleanliness / Education / Sociological Campaigns
45. Information distribution in bureaucratic hierarchy
46. Weather Updates, flood / storm / cyclone alerts

Short code

47. Market price of commodity on request to farmers
48. Complain / feedback registration
49. Automated information distribution on disastrous situation. (blast, rail accident, etc)

Customer Relationship Management

Satisfied

Fairly Satisfied

Not Sure

Dissatisfied

50. Greetings
51. Alerts / Information
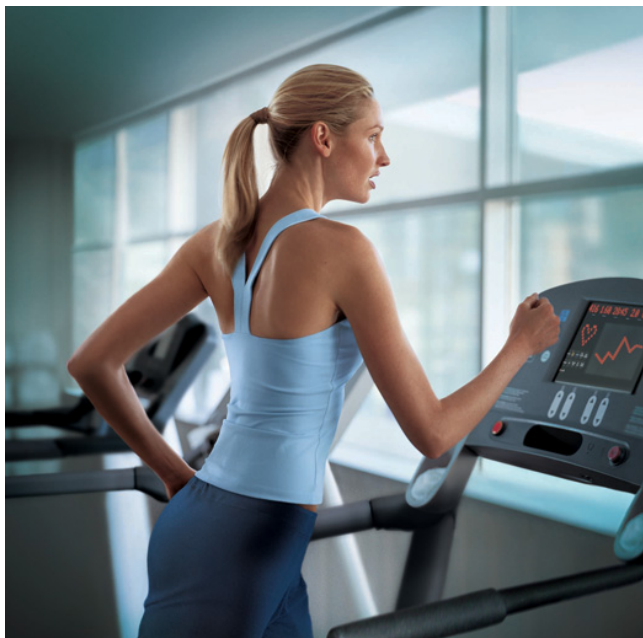52. Short Surveys
53. Discount Coupon & Vouchers

Short code

54. Order booking / Tracking
55. Queries / Complaints
56. Auction participation

Corporate Communication

57. Internal communication to employees – Remote location
58. Recruitment advertisements
59. Salary notification etc
60. Event updates
61. Sales force automation
62. Absenteeism notification
63. Incentive schemes
64. Case tracking

GYMS

65. New offers
66. Improved communication
67. Promote events
68. Cross sell products – Health drinks / Powders,
69. Health tips

Recruitment Companies

70. New Job Openings
71. Interview schedules, venue, contact person etc
72. Interview Confirmation

Clubs & Societies

73. Event updates
74. Membership renewal reminders
75. Invitations
76. Elections
77. Competitions

Real Estate

78. Promotional campaigns
79. Reminder for installments / payments
80. Reminders to tenants rent, overdue etc
81. New property launch etc
82. Quick internal advertisement of rental / salable property

Short code

83. Lead Generation (Supported by Print / electronic / Outdoor Media)

Hospitality

84. Send confirmations on hotel bookings / Ticket booking /reservations etc
85. Promote special discounts/ offers
86. Notification on special events

Stock Market

87. Tips & Advices
88. Transaction details
89. Market summary
90. Government Policy & impacts
91. Promotional campaigns

Automobile

92. Service Reminders
93. New Vehicle Launch – Test Drive Invitation
94. Promotional Offers – on sales, parts & service
95. Insurance, RTO reminders
96. Festival, Birthday, Anniversary Greetings

Short code

97. Lead Generation
98. Service pick up request
99. Test Drive request

Travel / Airline

100. PNR number / Ticket Number
101. Flight / Bus Delays
102. Cancellations
103. Booking status
104. Weather information
105. Promotions

Short Code

106. Lead Generation
107. Flight schedule Status
108. Booking / Reservation / Waiting Status

IT Enabled Services

109. Email Alerts
110. System failure notifications
111. Virus alerts
112. Password notifications
113. Malfunction alerts
114. Server / website down alerts
115. Website contact form integration
116. Shopping alerts
117. Human verification code – transaction security

Short Code

118. Automation
119. Ordering system
120. Remote text Monitoring
121. Rental system (DVD, Book, Bike, Cycle etc)

Social Networking

122. Free Sms to subscribers / users
123. Greetings, Reminders & Alerts
124. Community /Group wise promotions to subscribersp

Short Code

125. 2 way messaging / chatting