

2023/03/14

**BUSINESS PROPOSAL**

Table of Contents

[Introduction 2](#_Toc129889805)

[What Type of Business are We? 2](#_Toc129889806)

[Business Objectives 3](#_Toc129889807)

[Business System 5](#_Toc129889808)

[How is Clickatell a system? 5](#_Toc129889809)

[Components 5](#_Toc129889810)

[Business Environment 8](#_Toc129889811)

[Business Technologies 9](#_Toc129889812)

[Why Technology is Needed in Business 9](#_Toc129889813)

[Our Chosen Technology 9](#_Toc129889814)

[Describe different technologies your business uses and why they are necessary. 10](#_Toc129889815)

# Introduction

Clickatell has been a global technology company, innovator, and leading businesses in mobile messaging, engagement, and commerce. Clickatell helps you to connect intelligently with your customers which in turn creates a rich customer experience.

## What Type of Business are We?

Clickatell is a non-publicly traded company (Pty Ltd /Private) that specializes in online commerce. They provide a platform for businesses to connect to customers over chatting services; also known as Telecommunications Service Provider.

There are different business types:

* **Sole Proprietorships** – owned and operated by a sole (*one*) individual.
* **Corporations** – owned by shareholders who elect a board of directors to manage the business.
* **Cooperatives** – a jointly owned, and democratically managed business created by group of people who came together voluntarily to meet their social, economic, and cultural goals and needs.
* **Partnerships** – a trade, profession or business created by a junction of two or more people.

Clickatell started out small with the service and products of communication application technology, which was only just starting to grow in demand and explored on a wider scale, for this reason, the company started on a partnership between close individuals.

In 2000 Clickatell, run by the partnership, implemented a four-line code mobile SMS introducing to the world the first mobile connectivity between internet businesses and their clients.

The company is going strong with one of the original four co-founders currently the CEO.

## Business Objectives

Clickatell’s objective is to create a rich and efficient online communication experience between businesses and clients through technology.

The effect Clickatell will have on businesses environmental and internal factors are:

* **Profit increases** due to increasingly efficient means of communication between employees and implementation of technologies, which increases task management and speeds up deliverables. **E.g.:** *the application Campaign Manager that allows companies to create, run and manage SMS campaigns, automating the general process.*
* **Sales growth** as Clickatell services and products consist of tools, such as WhatsApp Business, which makes relaying a business’s products to users simple, appealing, and easy to understand.
* **Online audience expansion** as the business can use e-commerce to sell and advertise their products and services online, thus having the potential to reach a global audience as opposed to just businesses in the local area.

Clickatell’s current products and services that have contributed to the company's objectives consist of:

* Products Clickatell Offers
* **SMS:** A cloud-hosted, user-friendly portal software and the wizard-driven (automatically generated templates) code generation makes integration into your existing systems or company operations easy.
* **WhatsApp:** Clickatell enables you to engage in rich conversations quickly and easily with your customers when you use the WhatsApp Business API.
* **USSD:** An easy, familiar, and affordable way for your customers to get things done to make their lives easier and better using USSD.
* Services Clickatell Offers
* **Advanced Messaging (*Interactive*):** Advanced Messaging allows fluid and engaging customer service using the bot.
* **Bot Building/Chat Flow (*Drag and Drop*):** Provides interaction options (*known as Advanced Messaging*) between the customer and Bot which delivers faster service (*check status of orders/deliveries, airtime, data balances and confirm appointments, flight times and details*).
  + **Agent Support (*Chat Desk*):** Say that your customer service (*high call volume*) is overloaded, to ease this get Chat Desk support where you chat to consumers live while also reducing the strain on the call volumes.
  + **Payment Processing (*Chat 2 Pay*):** Chat 2 Pay works by accepting payments by sending a payment link which redirects them to a secured checkout page (*powered by CyberSource*).

# Business System

A business system is a defined set of principles, practices and procedures that are applied to specific activities to achieve a specific result. Basically, it's about creating a set of shortcuts that will make sure everything still gets done right. You can create systems for many areas of your businesses.

## How is Clickatell a system?

Clickatell offers a real-time customer engagement and transaction platforms that enable businesses to connect, interact, and transact with their customers via mobile chat and other digital channels.

## Components

SMS API (Short Messaging Service Application Programming Interface)

* A SMS API is well-defined software interface which enables code to send short messages via a SMS Gateway. As the infrastructures for SMS communications and the internet are mostly divided, SMS APIs are often used to 'bridge the gap' between telecommunications carrier networks and the wider web.
* Clickatell offers a (API) tool to all of its customers. It removes the hassle out of writing unique programs to send and utilize SMS messaging. Thanks to the Clickatell Platform, using third-party SMS API integrations is now a breeze.
* An SMS API is a code that allows one platform to talk to another. Think of it as a handshake between two people, a bond is created and information can then be shared. The code takes certain criteria from the system, along with authentication keys, and turns them into a ‘readable’ and usable format for your system and Clickatell.
* The SMS API is provided by Clickatell, which has a robust troubleshooting guide for developers. With it, your own Customer Relationship Manager (CRM) program and other systems can pull information from the platform and even send SMS messages.

SMS Gateway

* SMS, which stands for “short message service,” is a standardized communication protocol primarily used by mobile devices. When you send someone a text message, you take advantage of SMS technology.
* An SMS gateway makes it possible for a broader range of devices and applications to communicate with each other. For example, you could use a computer to send an SMS message to someone’s smartphone. Most times, the message leaves your computer in a format that’s incompatible with SMS. SMS gateways translate the message so the mobile device can understand it.
* A gateway can also work in the opposite direction, allowing mobile device users to send messages to computers.
* An SMS gateway makes the transmissions even more efficient by letting computers and servers send large amounts of messages instantaneously. Even if 1,000 customers applied for a membership with Company A, they would all get a confirmation text almost immediately.
* Today, consumers and businesses do not need to rely on devices with an SMS hardware gateway. Instead, they can use cloud-based systems that translate and communicate messages seamlessly. This improvement in technology comes from messaging gateway APIs that can deliver messages to specific devices at specific times.

HTTP

* The Hypertext Transfer Protocol (HTTP) API is suitable for almost any kind of website and is a standard on most systems. If you have an out of the box ecommerce store, a Wordpress blog, or a pre-built CRM, the HTTP API will be right for you. It’s the easiest integration to use and can be utilized in no time.

REST

* The Representational State Transfer (REST) SMS API is a little more complex than HTTP but allows for greater flexibility and scalability for any specialized system. It makes use of a RESTful rule set which dictates how your HTTP API is written. If your company uses a boske system or one that caters to hundreds of thousands of customers, then the REST option will likely work best for you. Though this is a bit more complex than HTTP, it is a better option overall.

WhatsApp API was launched to help medium to large companies that wanted to use WhatsApp to communicate with multiple customers at scale. WhatsApp Business API enables businesses to automate communications with automated replies, WhatsApp chatbots & interactive messages.

Chat Desk actively identifies passionate fans of your company or industry, and trains them to respond with your brand's exact voice and policies.

Chat Flow a visual workflow builder that enables you to build rich, engaging customer service experiences,with a low to no-code user interface.

Chat 2 Pay is an innovative payment acceptance solution that enabling call center agents to request payment from customers, by sending a link straight to their phone via SMS or WhatsApp.

## Business Environment

Clickatell SMS Platform opens an affordable, efficient and attractive line of communication with your customers and allows you access from anywhere in the world. Our SMS pricing estimator ensures that you’ll find a solution that suits your budget and business processes. SMS Platform promises to keep your business relevant in an ever-evolving mobile world with faster and more efficient conversations between you and your customers.

SMS Platform allows businesses to build the conversation channels they have, their way. It gives them the ability to SMS-enable any application, website or system, gains complete control over their customer communication, creates customizable content, takes advantage of international two-way messaging, and more.

In layman’s terms, the SMS Platform is a conversation enabler. And, since it’s through conversation that businesses can introduce their customers to new services and products and develop future products, it’s a business enabler too. SMS Platform equips businesses with tools that streamline and manage business operational processes more effectively.

How does the system do all that it promises? It offers one-way and two-way SMS messaging options that include dedicated routes for time sensitive messages such as one-time PINs or instant notifications. The system has a truly global reach through the use of Clickatell’s SMS gateway which covers 220 territories and more than 1 000 different mobile networks. It’s also extremely user-friendly, with wizard-driven code generation, user-friendly implementation, and no need for ‘rip out and replace’ installation.

# Business Technologies

## Why Technology is Needed in Business

* If we are being honest; multiple aspects of the business need the use of technology today, so this means that technology is what makes our businesses what they are because there is nothing that boosts businesses like technology does.
* Technology Makes Business Processes More Efficient; it helps by increasing the efficiency of systems, products, and services.
* Using technology allows you to automate tasks, set up reminders, gather receipts, track investments, compare prices, and more.
* Since machines are faster than humans, certain tasks that may require an incredible amount of manual work and attention to detail can be easily accomplished with the help of technology: It saves more time.
* Technology also ensures improved accuracy.
* Further, the use of technology in certain areas can also help save significant costs.

## Our Chosen Technology

Electrical and electromagnetic telecommunication technologies include telegraph, telephone, and teleprinter, networks, radio, microwave transmission, fiber optics, communications satellites, and the Internet.

Clickatell offers two SMS connectivity products: SMS APIs and an SMS Gateway. Both products come with Clickatell's enterprise-level support, full scalability, 24/7 team monitoring, 99.9% platform uptime, and secure messaging encryption. Chat commerce, the future for digital commerce is chat.

## Describe different technologies your business uses and why they are necessary.

With the pandemic the adoption of online technologies dramatically increased with ecommerce boosting in popularity. Most of us know what the typical procedure for buying something online; “Open up the company of choices website or app order and pay for your product” but what if it could become even simpler, how about just send a message to your store of choice for the items you want, no need for any extra applications nor steps. Simply just send a message on your messaging app of choice to your store of choice and your order shall be placed. Quick Simple Reliable.

To make this possible they use technologies like:

* Big data for delivering a more tailored experience.
* Instant messaging and Short Message Peer to Peer (SMPP) for real time communication specifically WhatsApp and SMS
* API for the mass SMS messaging of clients (real-time notifications, including updates, alerts, promotions and OTPs)
* Advanced messaging which is a bot that uses the big data to deliver the best possible UX.
* Automation used for solving queries without the hassle of a phone call.

This is only a few of the many technologies Clickatell uses to deliver an amazing user experience not just for users but also businesses that use their services.

Now let’s look at why these technologies are important:

All of these technologies serve the same purpose making the user experience better but it also feeds into each other, without the use of big data the automation services/bot won’t work as well, without the instant messaging or SMPP protocols the bots can’t send messages, advanced messaging is just a bot at work same for the automation simply said Clickatell needs all there technologies to work at peak or their whole system crashes.

For the day to day running of the business simpler technologies are used for example visual studio for coding, MS Teams for day-to-day communication as well as Zoom for large company meetings. Servers for storage, computers, laptops to work on and the most important is the modem that brings it all together by bringing an internet connection.