

SMS Communication Overview

Bulk Messaging is a one stop SMS communication Portal . It's accessible on web and local installation, fully set up and ready to use in minutes. Our features rich SMS Communication Portal gives you all forms of SMS communication in a central place.



Message Sending

Bulk Messaging SMS portal allows you to send SMS to target recipients; This is through sending SMS to many people as a group or individual contacts. SMS sending is done through the following options:

Quick Compose – This is an SMS sending functionality that allows for sending SMS to a defined number or set of numbers. Quick compose works best when you want to compose an SMS message to an individual or a set of numbers that you don't see the need of grouping.

Quick compose SMS can be sent immediately at the time of composition or scheduled for sending at a later time. The composed SMS can be delivered with the custom header of the institution without any additional effort.

Customized Compose – Addressing a recipient with customized individual details like their name is an important aspect of any communication. When you have hundreds of thousands of contacts to message it becomes hard to attain. Customized SMS addresses this with an easy to use functionality. Using a list of contacts with columns containing phone numbers and others containing personal details of the phone number user. The system allows you to compose a single message which will be appended with the custom details retrieved from the list of contacts.

Branded SMS

Branded SMS is a way of delivering SMS to the end recipient with a custom organizational Header as the sender ID. Having an Institutional Header gives the communication done using SMS an official outlook and also help boost the image of the organization.

Bulk Messaging provides you with the services of Branded SMS from acquisition of the SMS header to mapping it account.

Receiving SMS

There are cases where you want to have your users give feedback. This is an important step to ensuring user engagement and brand feedback collection. Communication is best done in 2 ways that is why we give you the option of receiving SMS from your users.

This is availed through two main Options:

Keyword Based – This is done by creating a user specific keyword that is mapped to your account.

Whenever SMS arrives starting with the specified Keyword, it is mapped to your inbox. A user can have multiple keywords allowing you to run multiple SMS services.

Custom SMS Code – This one allows you the freedom of operating your own SMS code. All SMS sent to that SMS code will appear in your inbox. Other Keywords based services can then be availed on the same code.

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Premium Provider of:

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Integrated School/College Management
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 Stock Control Systems
 Hosted Systems SMS and Web enabled
 Systems
 Knowledge Management & e-learning

Experience in:

BIRT
 Actuate & SAP ERP
 Oracle, IBM, DB2, MYSQL, SQL Server
 Security Systems
 Web 2.0 tools

Scheduling

In certain cases, you will need to compose an SMS to be scheduled for sending at a later day. This functionality allows users to schedule SMS alerts to end recipients at a planned time. This provides you the flexibility of planning your communication and also timed communication.

At the scheduled sending time, the system sends the messages to the recipients without any input of the user.

Contacts Management

SMS communication is done to specified Phone Numbers. This makes it imperative to have a contacts management feature. This is central point for managing phone numbers to be communicated to. Contacts management is achieved through the following set of features:

Contacts Upload – SMS communication can be done to a small number of phone numbers or very many phone numbers. For cases where the phone numbers are very many, it becomes impossible to create the phone numbers one by one. To deal with this, the system allows for upload of contacts from files. This in essence allows for upload of very many contacts in just 3 clicks.

The system is set to validate the contacts before upload. This ensures you don't have invalid contacts that can't be reached due to missing or extra digits.

The system also shows errors in the contact file uploaded whenever there is.

Contact Grouping – Contacts are uploaded and grouped into different groups which reflect the organizational grouping of the contacts. SMS communication is done to the individual groups or multiple groups. This saves the users the burden of having to select individual contacts when messaging. Groups can be shared across multiple departments by making them visible to other users of a given account (Branches or departments). This allows the sub account users access to contact group created by the main admin or other sub accounts.

The user who created the account is allowed the options of deleting, editing group details or contacts.

Individual Contact Management – In certain cases, there is need to add certain numbers to your list of already existing contacts. This is done by adding the phone number and any other additional details that might be needed. An individual contact can be deleted or modified from the list of contacts.

Reports

The system provides a set of reporting tools to allow the users an analysis of their account activities. This ranges from evaluating success of an SMS communication campaign to the account SMS unit usages by the various branches and departments of the main user account. The following reporting functionality are available to the users:

Delivery Reports – Whenever an SMS communication campaign is done, it's very important to ensure that the success or failures can be identified. This is done though checking the delivery reports of the SMS sent. This can inform the need for a follow up campaign to ensure the target users are reached.

Usage Reports- Tracks SMS credit loading and utilization

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