

Telecom Yorkshire SMS Services



Our SMS platform has been designed as a convenient way to send SMS text messages using an online interface. Our platform is capable of supporting customers of low volumes (1-5 text messages a day), through to customers who require up to 1500 a minute to be sent. Each message is supported with a free delivery report to provide you confidence in the speed at which these messages are delivered. Below are examples of customers that can benefit from adopting our SMS facilities:



Individuals

Sending SMS messages through our control panel interfaces can prove to be a easier and more cost effective way compared to using your mobile. Per SMS costs can be as low as 5 pence including free delivery reports, and allow you to send messages appearing as if they were sent from your mobile phone. Any replies are then delivered to your mobile.



Small Business

Compared to adverts or mail shots SMS text messages can be a very attractive way to send short targeted messages to an audience. Within minutes your message is ready to send, and seconds later will be delivered to your customers. Messages can appear as your company name (e.g. Telecom Yorkshire) and can be up to 160 characters in length.



Enterprise

If you deal with large volumes of clients, whereby service downtime just isn't an option, then SMS notifications can be the ideal way to deal with emergency situations. Your message can be delivered to thousands of people within seconds avoiding a flood of phone calls and emails about an issue you are currently dealing with. Such swift actions to notify customers of something you are aware of can reduce the burden on support systems the issue in hand has already caused.



Our SMS platform really puts you in the driving seat, giving you access to a range of very powerful solutions to make the sending of bulk messages very easy. SMS gives you a new way of communicating simple messages to your clients in a very targeted and cheap marketing medium.



Multiple Originator Names

Users of our SMS solutions can benefit from the ability of sending messages branded with their own name. For example a company with the name of Dentist Limited could have messages appearing on their client's phone with the sender name of DENTIST up to a maximum of 11 characters.



Multiple Originator Numbers

Should you own or manage multiple phones we provide you with the ability to send messages appearing as that that originating phone's number. For example, if your phone number is 0788191919 our platform will allow you to send messages from our control panel appearing as if it were sent by that phone. Customers / friends receiving messages from you will see the originator name as 0788191919 (or how they list you in their phonebook), and can reply in the normal way back to your phone.

IMPORTANT: This solution is backed up by security systems to prevent misuse and fraud. Only once the number has been validated by our system, and you can demonstrate ownership of the phone, can it be used as an originator.



However you decide to use our platform we have placed flexibility and control into the heart of the design.

To help explain our scheduling here are a few examples:



ASAP

You have the ability to send messages around the clock for immediate delivery. We allow you to send messages to over 540 GSM networks in 190 Countries.



Schedule Sending (date & time)

You can opt to pick when to send your messages. This can be useful for targeted marketing (e.g. just before a program starts), or can be as simple as appointment reminders (e.g. this is confirmation that your table is booked for 8pm on Tuesday 24th).



Re-Schedule

If plans change then we give you the flexibility to re-schedule when the message is sent, or if you simply wish to cancel. Our message logs clearly show all messages that are queued.



Our control panels provide you a wealth of information to immediately see how your campaigns have worked, and if the end recipients have received your messages.



Free Delivery Reports

Through our message logs you have the ability to see live data supplied to our system regarding the delivery status of your messages. Regardless where you sent the message in the world you can see the status of the delivery and to which mobile network it was delivered to.



Accountability

View a record of all messages sent and their content. This can act as a deterrent for abuse, or simply aid in tracking the history of a message.



Message Templates

Using our templates you can re-use / edit standard messages time and time again easily. This can save re-typing messages and avoid errors.



Our phonebooks are simplicity themselves. Find out why...



Single Entry

You can enter customers into your phonebook one by one. As well as entering the customer's name and mobile / landline number, you can also enter their email address for your own records and reference. Ideal for adding new friends details, or when new appointments are made and need to be confirmed via SMS.



Multiple Entries

Simply enter customer's details in CSV format allowing you to enter 1000's of numbers within seconds.



Multiple Address Books

To aid organisation we give all users the ability to setup as many address books as required. This allows you to separate your friends from your customers for example. When sending messages we have provided slick integration into the phone book to allow you to very quickly enter or remove recipient numbers via an AJAX interface.



Credits	Package	Individual Sms
10	£1.50	15p
100	£13	13p
1000	£110	11p
2000	£180	9p
5000	£400	8p
5000+		7p

Set-up Charges: £50

Monthly Charge: £10

