SMS for Courier & Postal Services

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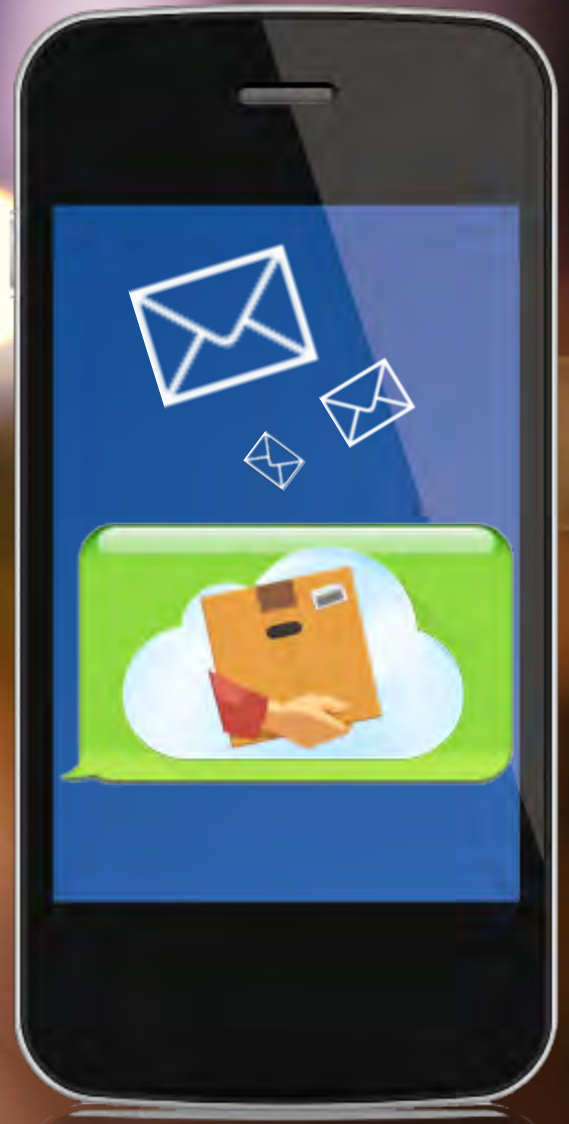
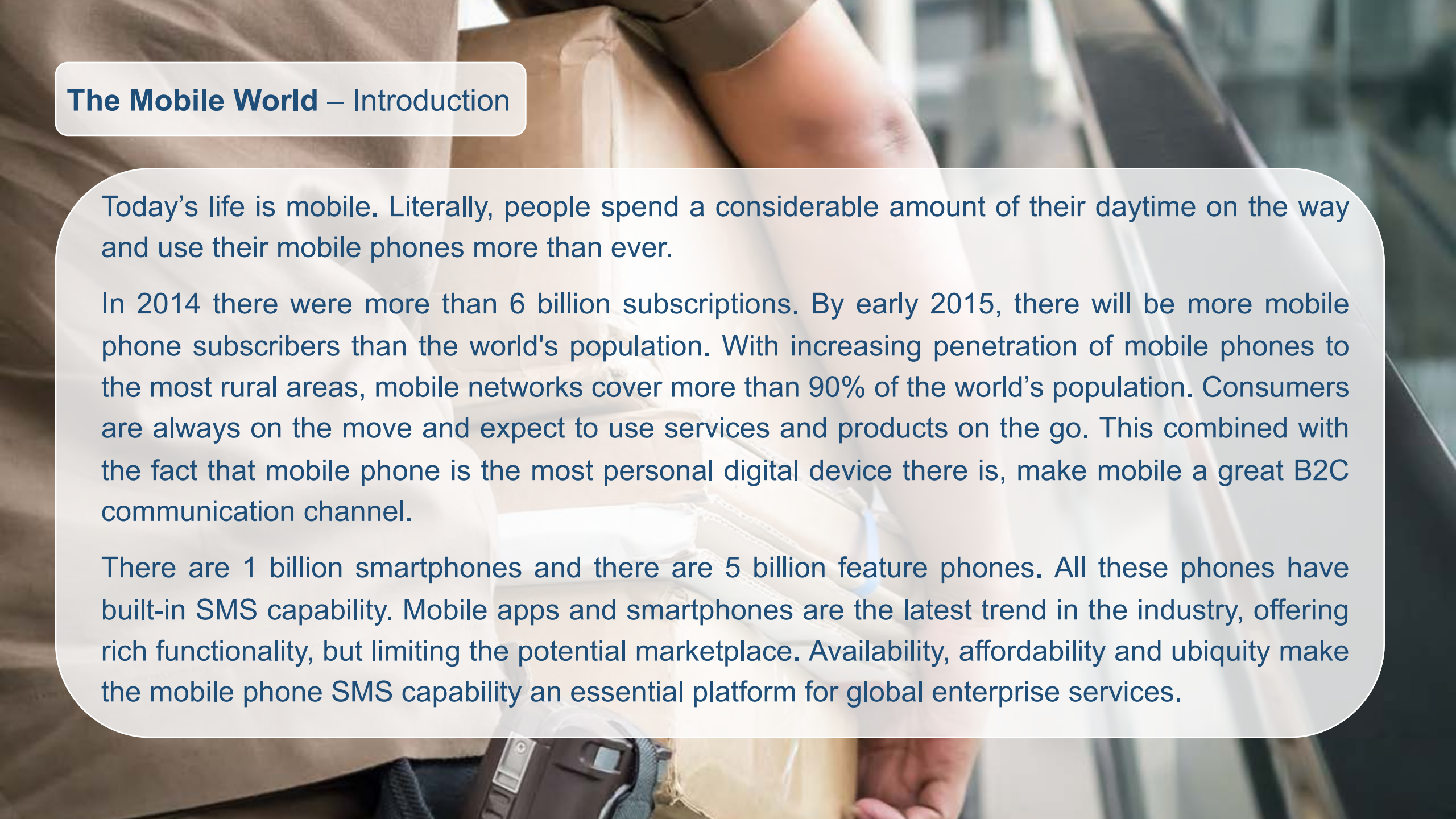


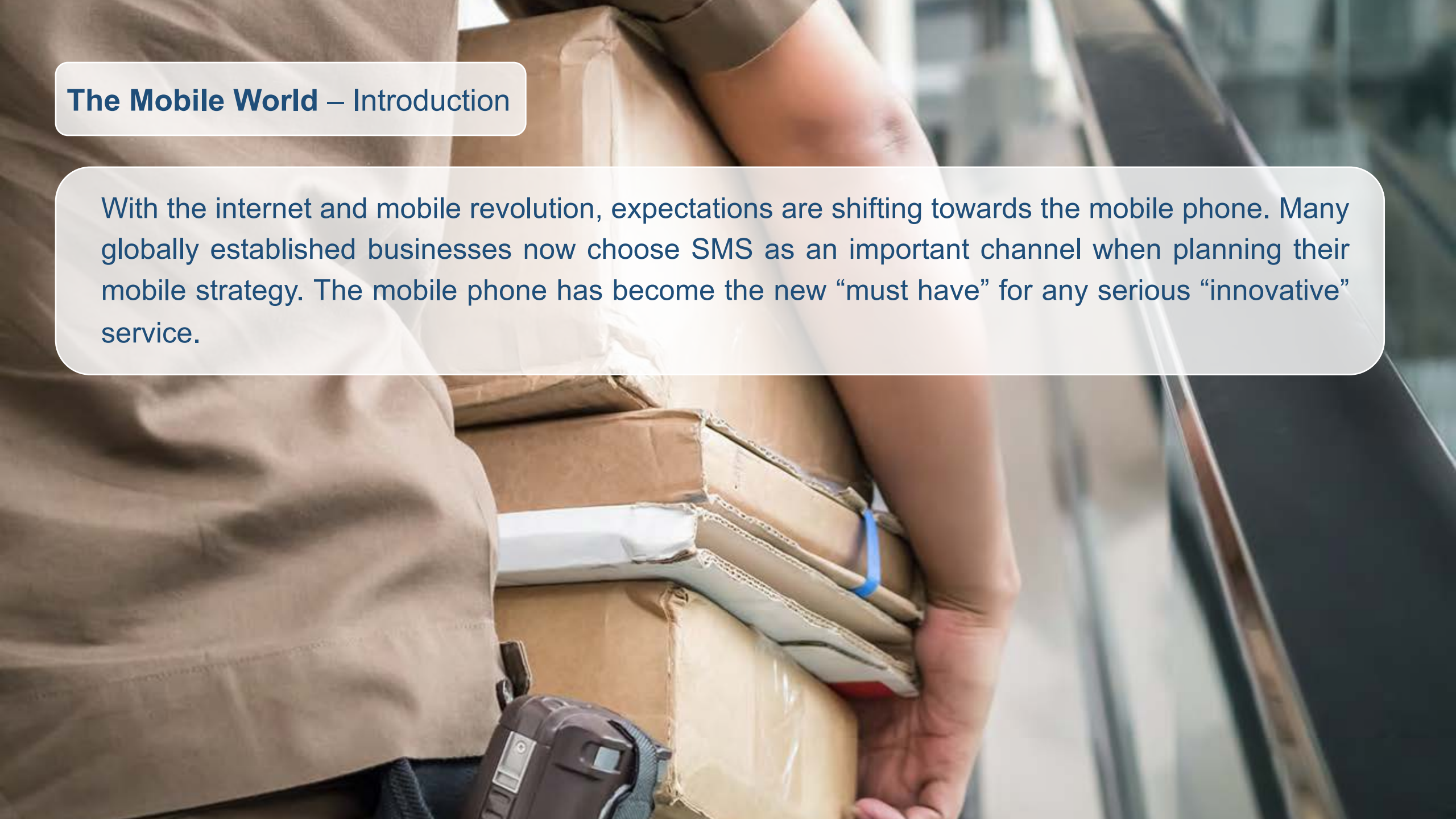


The Mobile World – Introduction

Today’s life is mobile. Literally, people spend a considerable amount of their daytime on the way and use their mobile phones more than ever.

In 2014 there were more than 6 billion subscriptions. By early 2015, there will be more mobile phone subscribers than the world's population. With increasing penetration of mobile phones to the most rural areas, mobile networks cover more than 90% of the world’s population. Consumers are always on the move and expect to use services and products on the go. This combined with the fact that mobile phone is the most personal digital device there is, make mobile a great B2C communication channel.

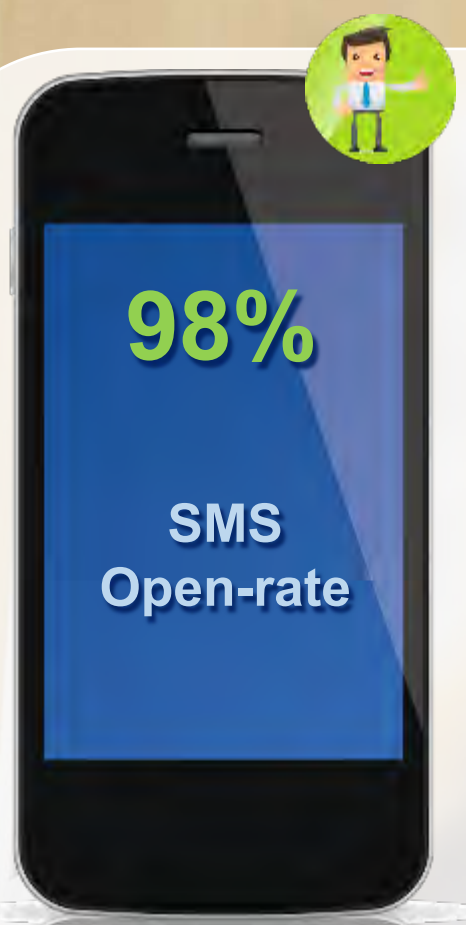
There are 1 billion smartphones and there are 5 billion feature phones. All these phones have built-in SMS capability. Mobile apps and smartphones are the latest trend in the industry, offering rich functionality, but limiting the potential marketplace. Availability, affordability and ubiquity make the mobile phone SMS capability an essential platform for global enterprise services.

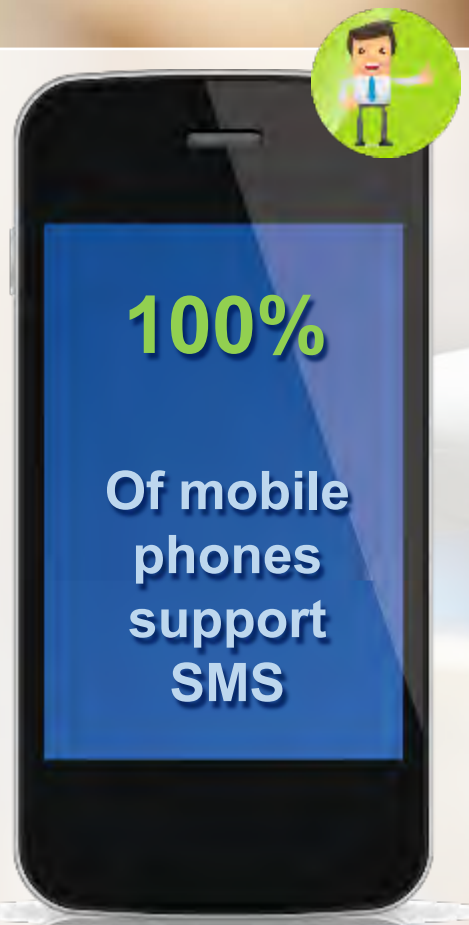


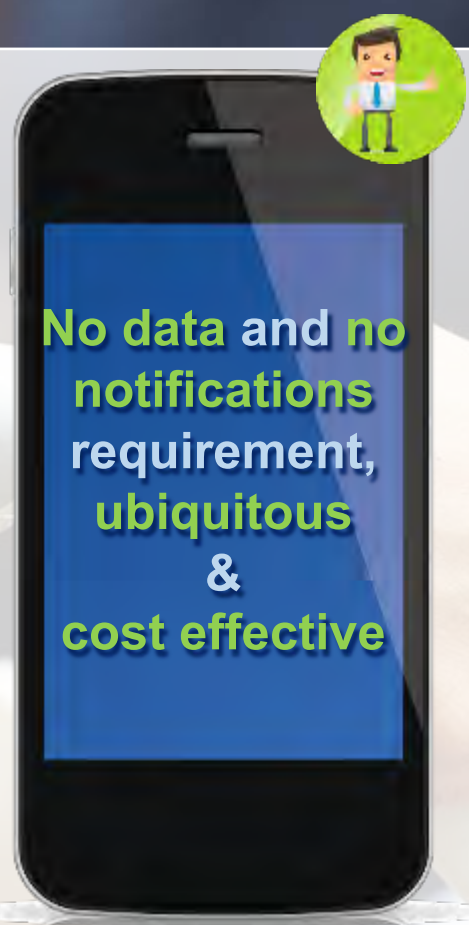
The Mobile World – Introduction

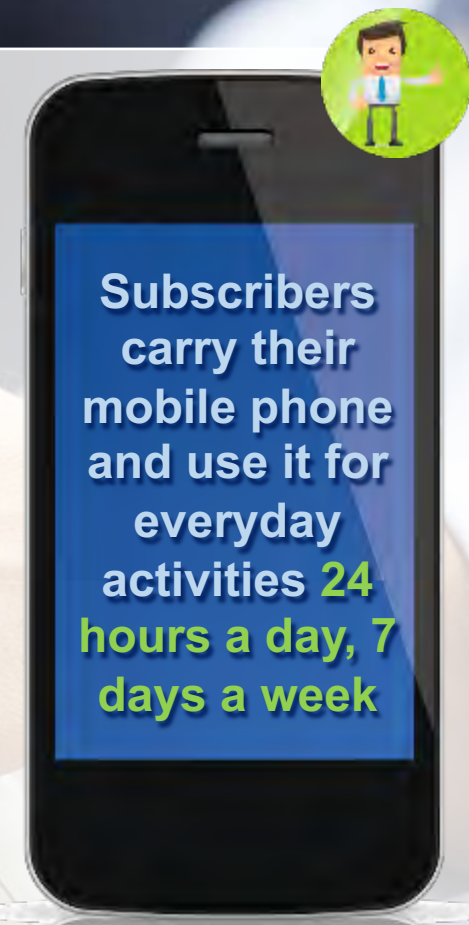
With the internet and mobile revolution, expectations are shifting towards the mobile phone. Many globally established businesses now choose SMS as an important channel when planning their mobile strategy. The mobile phone has become the new “must have” for any serious “innovative” service.

The Mobile World – SMS

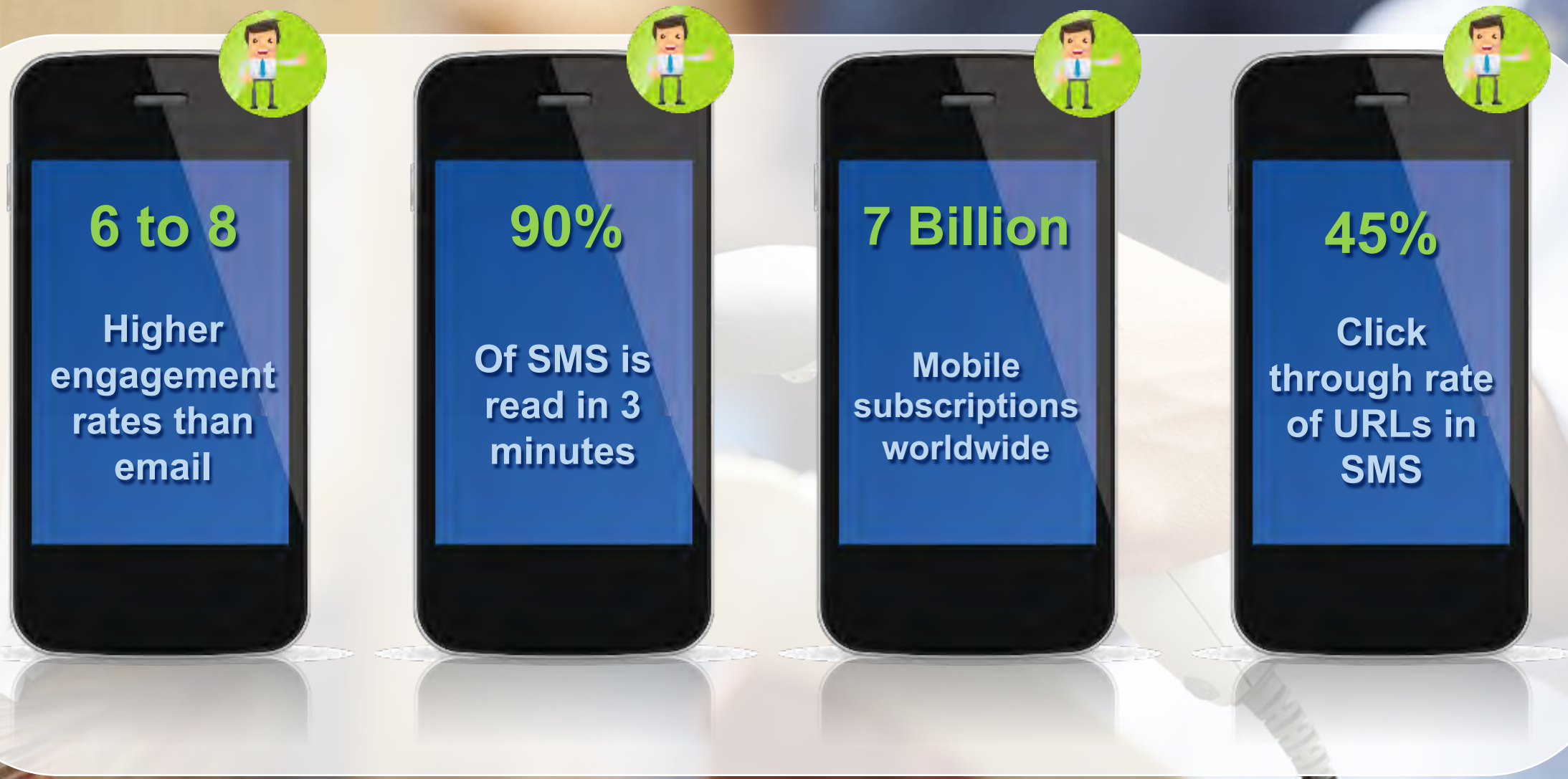


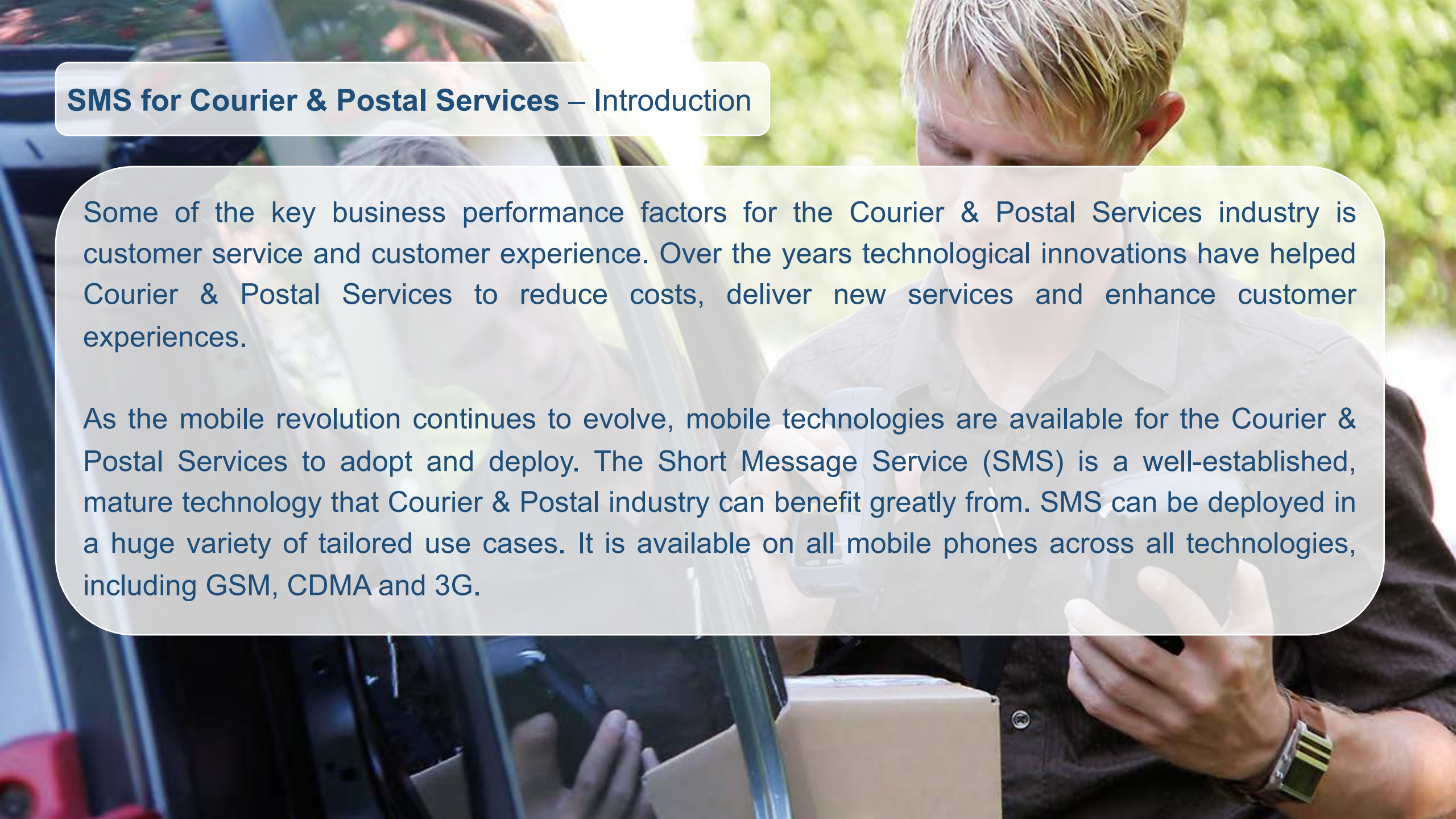






The Mobile World – SMS





SMS for Courier & Postal Services – Introduction

Some of the key business performance factors for the Courier & Postal Services industry is customer service and customer experience. Over the years technological innovations have helped Courier & Postal Services to reduce costs, deliver new services and enhance customer experiences.

As the mobile revolution continues to evolve, mobile technologies are available for the Courier & Postal Services to adopt and deploy. The Short Message Service (SMS) is a well-established, mature technology that Courier & Postal industry can benefit greatly from. SMS can be deployed in a huge variety of tailored use cases. It is available on all mobile phones across all technologies, including GSM, CDMA and 3G.

SMS for Courier & Postal Services – Outbound SMS

Outbound SMS is a fast and reliable way to send large volumes of SMS messages on a global scale. By using MobiWeb's Enterprise Cloud Messaging Platform, Courier & Postal Services may send marketing campaigns regarding promotions / special offers / new services, parcel tracking notifications, goods delivery status, consignment status alerts, pick-up facility information, increasing consumer convenience and satisfaction, while driving sales.

SMS for Courier & Postal Services – Outbound SMS

Parcel Delivery

MobiWeb Mobile Messaging Platform

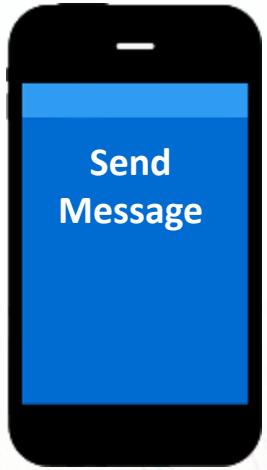
Parcel Consignment Information

SMS for Courier & Postal Services – Inbound SMS

Inbound SMS allows Courier & Postal Services to globally receive SMS messages from consumers and roll-out services like parcel tracking requests, delivery address change, branch locator and customer support, increasing customer loyalty and customer experience through enhanced customer service with 2-way communication, while decreasing customer service operational costs.

SMS for Courier & Postal Services – Inbound SMS

Consumer Request

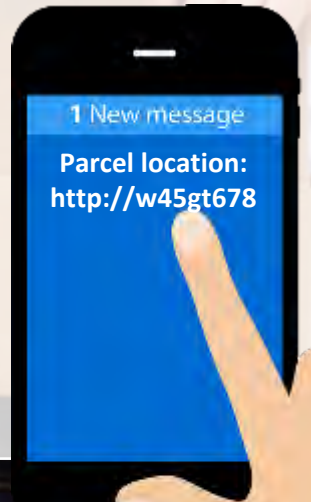


MobiWeb Mobile Messaging Platform

MobiWeb
Making the world seem smaller!

Courier & Postal Services Infrastructure

Parcel Tracking Information



SMS – Technical Overview

SMPP / HTTPS APIs

Secured Virtual Private Network (VPN)

Courier & Postal Services

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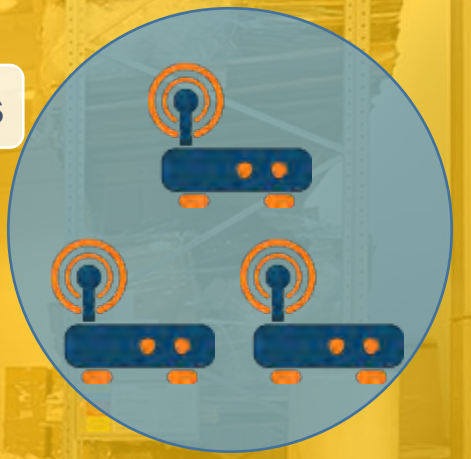
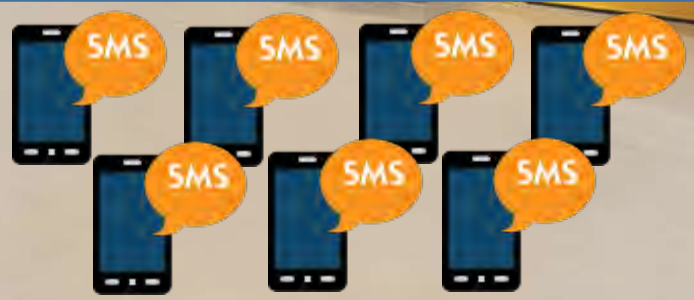
Enterprise Cloud Messaging Platform

SS7 / Direct Connections



Secured Virtual Private Network (VPN)

Mobile Network Operators

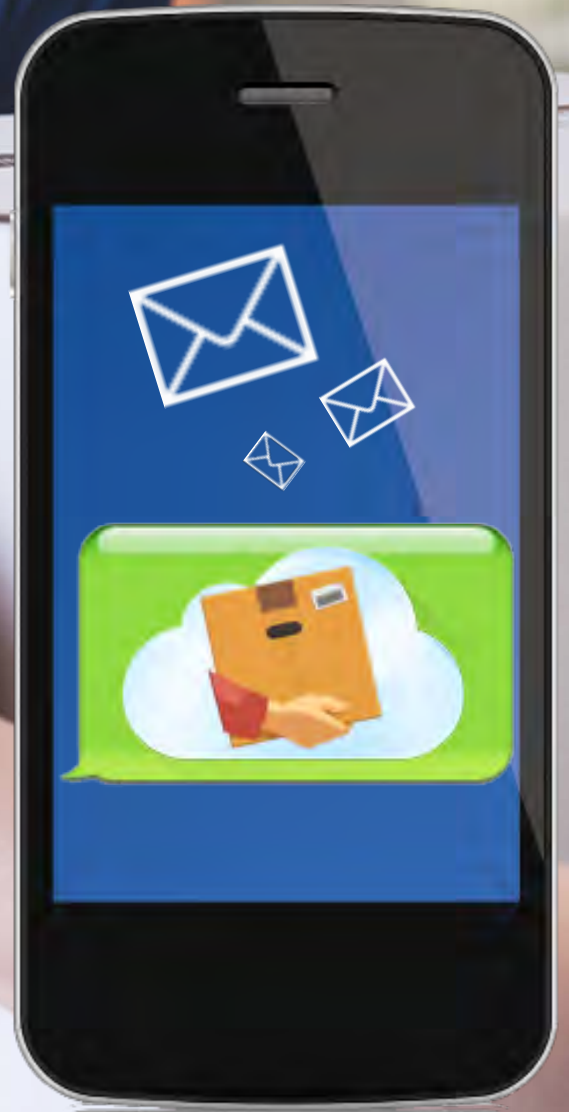


GSM / CDMA / Satellite

Smartphone Users

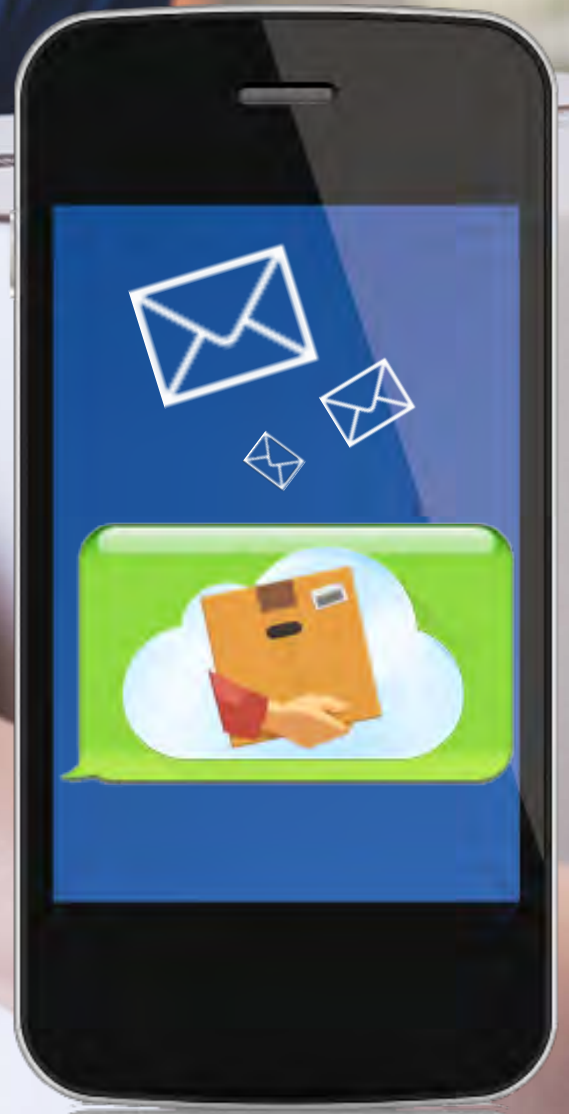
SMS – Features

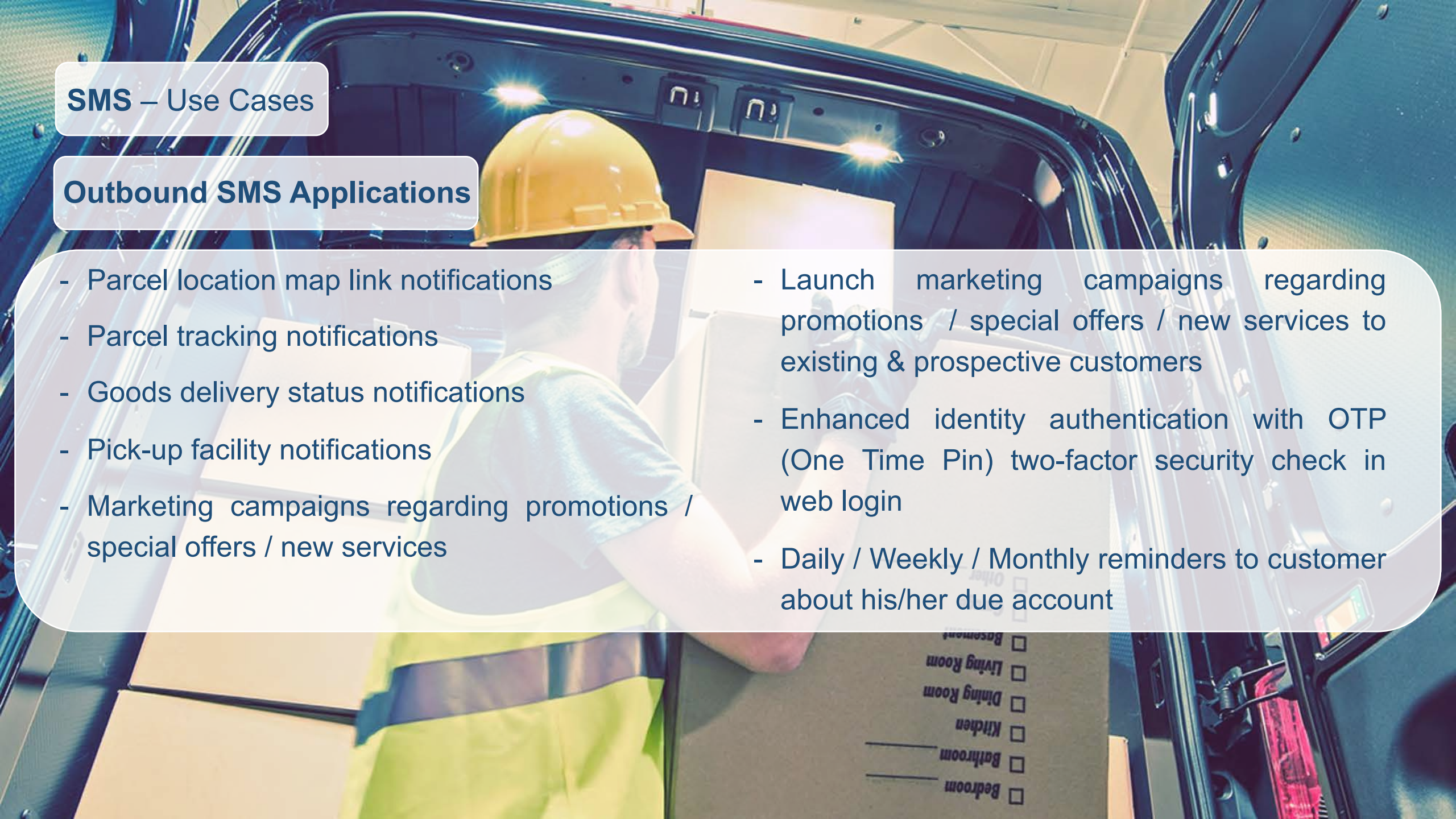
- 98% SMS Open-Rate
- No Data Connection or Push Notifications required
- Subscribers carry their mobile phone and use it for everyday activities 24 hours a day, 7 days a week
- 90% of SMS is read in 3 minutes
- 7 Billion mobile subscriptions worldwide
- 6 to 8 higher engagement rates than Email
- Up to 45% Click Through Rate (measurable with URL click tracking)
- 100% Supported, Established, Cost Effective & Ubiquitous Technology



SMS – Features

- Worldwide Coverage
- Simplified Global Messaging through one interface
- High Performance (2000 SMS per sec)
- High Availability (99%)
- Enhanced Security (VPN / up to 1024bit AES Encryption)
- 24/7 Enterprise Support through SLAs
- Minimal Foot Print in IT Infrastructure (No programming libraries required)
- Easy Integration (HTTP APIs)

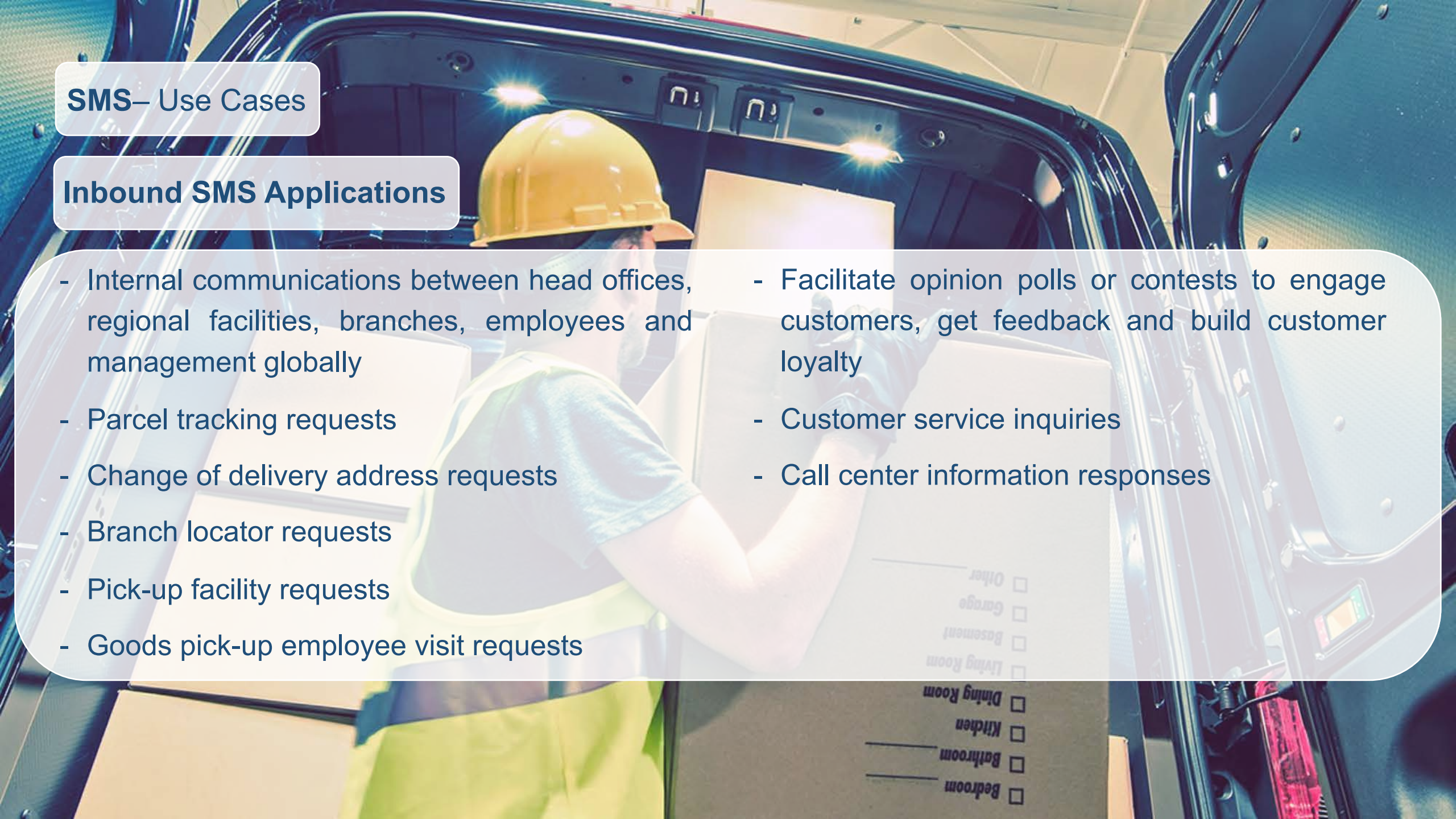




SMS – Use Cases

Outbound SMS Applications

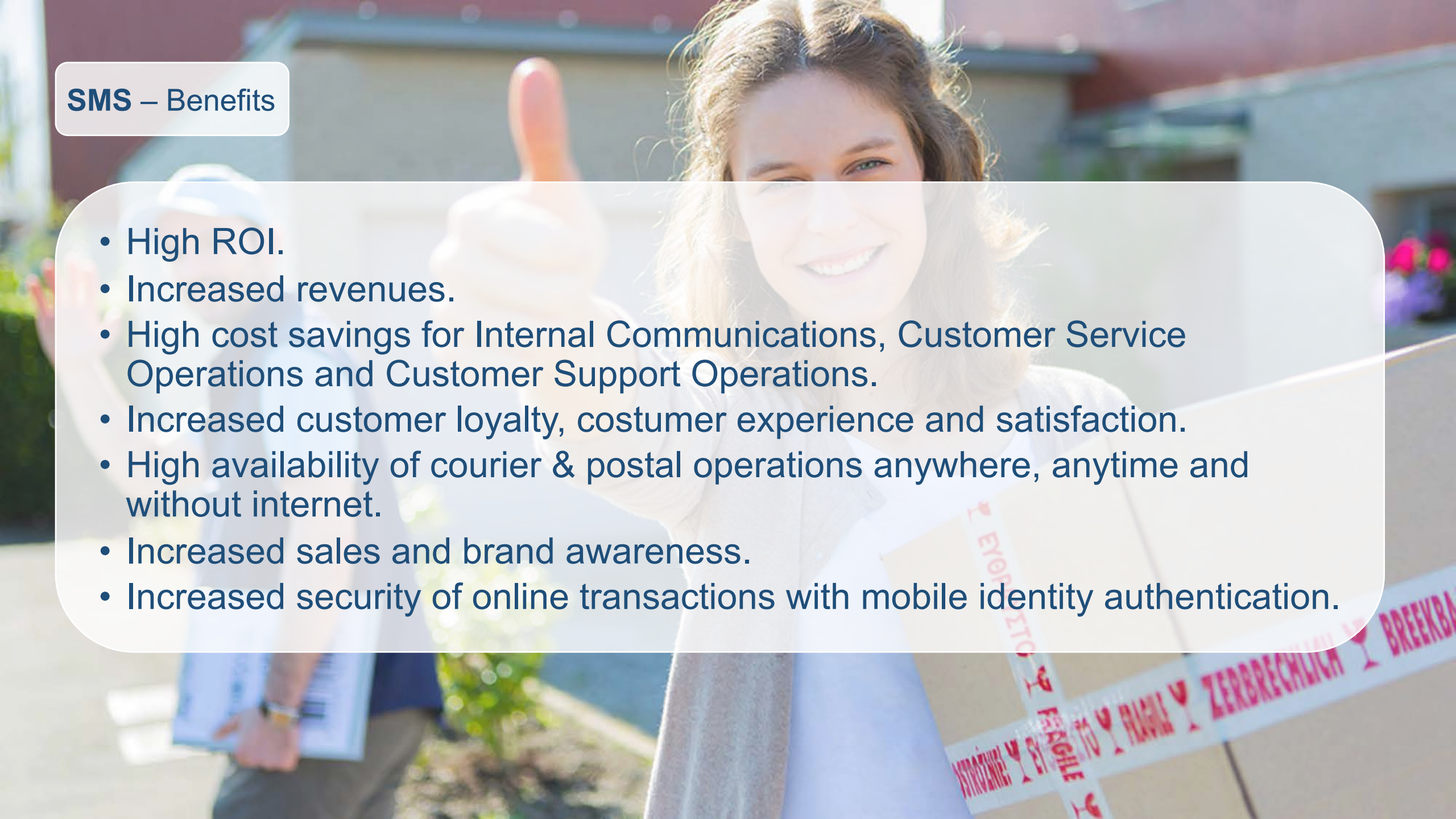
- Parcel location map link notifications
- Parcel tracking notifications
- Goods delivery status notifications
- Pick-up facility notifications
- Marketing campaigns regarding promotions / special offers / new services
- Launch marketing campaigns regarding promotions / special offers / new services to existing & prospective customers
- Enhanced identity authentication with OTP (One Time Pin) two-factor security check in web login
- Daily / Weekly / Monthly reminders to customer about his/her due account



SMS– Use Cases

Inbound SMS Applications

- Internal communications between head offices, regional facilities, branches, employees and management globally
- Parcel tracking requests
- Change of delivery address requests
- Branch locator requests
- Pick-up facility requests
- Goods pick-up employee visit requests
- Facilitate opinion polls or contests to engage customers, get feedback and build customer loyalty
- Customer service inquiries
- Call center information responses



SMS – Benefits

- High ROI.
- Increased revenues.
- High cost savings for Internal Communications, Customer Service Operations and Customer Support Operations.
- Increased customer loyalty, costumer experience and satisfaction.
- High availability of courier & postal operations anywhere, anytime and without internet.
- Increased sales and brand awareness.
- Increased security of online transactions with mobile identity authentication.

About MobiWeb

Since its establishment in 1999, MobiWeb has been providing global SMS Messaging for B2B, B2C and C2C mobile interaction.

MobiWeb has established multiple direct connections with mobile operators around the globe. This makes MobiWeb the ideal partner for companies that demand high quality SMS messaging services, meeting the most demanding enterprise requirements.

MobiWeb actively participates in the development of the mobile ecosystem as a GSMA associate member.

Using direct connections to telecommunication carriers and operators in the largest cloud data centers spanning across the globe, MobiWeb provides high quality telecommunication solutions to more than 2350 enterprises.

MobiWeb

Making the world seem smaller!

Quality

- Worldwide reach, covering 96% of the world
- High performance SMS messaging processing
- Strict Service Level Agreements
- 99% service availability with fallback ability – Redundant Infrastructure
- Enhanced security
- Easy integration with minimal footprint

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