SMS API for mobile communication with customers

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Application Programming Integration (API) provides an interface between which internet-based or desktop sources can communicate through text messaging with mobile recipients. API integrates your web-based applications with mobile phone communication infrastructure. It makes it possible to send messages via mobile phone networks to customers.

At the same time, API has support for integration of mobile networks with software on your desktop. As such, you may use API integration to send text from computer based applications. API solutions may offer options for sending of a single text message or bulk messaging from your computer.

SMS API is the preferred choice for businesses that wish to communicate with multiple recipients across multiple carriers efficiently and at reasonable costs. There is a lot of tasks you could accomplish automatically by incorporating SMS software in your system, whether through the web or otherwise.

For instance, you could use your SMS API to link your billing system with mobile telephony networks to send reminders or thank you messages to your clients/customers. At the same time, such a link could help interface your payroll system to send salary information to your employs directly to their cell phone numbers.

With Bulk SMS messaging, your SMS software allows for receipt of feedback from your customers. A customer may immediately respond upon receipt of a text message. It is an open ended communication system that permits real time processing of information.

A Bulk SMS system may do your business wonders

Corporate organisations, enterprises, banks etc have already begun to implement systems that permit dissemination of large number of short text messages from computer terminals to mobile recipients. The system knows no geographical boundaries and thus can send messages to worldwide destinations.

With the integration of the appropriate SMS software, you can append as many phone contacts as necessary for automatic processing. SMS software brings with it enhanced features that allow your business to customize the system for convenience and timeliness. For instance, you may set particular days or dates as parameters for the sending of bulk SMSs to a particular set of recipients. At the same time, it is possible to send personalized messages such as birthday wishes through the system.

Always go for the best deal in the market; one that guarantees reliability all through and supports multiple phone networks. A stable system should address glitches at service provider ends, network links and server. At the same time, integration should be very smooth for sustainable communication with your customers. When it comes to choice of SMS API, it is important to subscribe to one that permits communication through HTTP Post or XML.

Businesses all over the world have successfully send text from computer sources and interactively involved their customers, employees and partners in their growth and development agenda. Your business may also leverage on latest technology for communication with mass targets for sustainable growth. The technology is cheaper than ordinary mail and quicker than email. While it may take long for customers to access the web for email, the mobile phone takes a fraction of a

second to receive a message and alert its user about it.

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