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SMS Servers: Innovative Technology Providing Benefits to Businesses

by Avena Sowell

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We live in a highly competitive world, wherein use of technology is no longer a privilege but a necessity to succeed in the corporate environment. Businesses, the world over, have learnt that the largest potential pool of customers that can be contacted instantly are the ones using a mobile phone. With billions and billions of subscribers globally and numerous being added every day, it is the apt choice for starting any marketing campaign. The simple service of sending 160 characters limited message called short message service (SMS) has revolutionized the way marketing is done today. Its potential was realised but two major factors caused an obstruction to its feasibility: its high cost and delivery. Sending SMS from one mobile to another was relatively expensive as mobile service providers charged a fee for the service. Also, using your mobile phone one could only send one message at a time to one person and you were not guaranteed its delivery as network traffic and congestions can lead to delivery failure. The solution for these problems was found with the help of another technology called the World Wide Web. Software engineers were able to create new applications and programs that allowed one to send pc to mobile SMS at extremely low cost. These applications and programs are called SMS server/SMS gateway.

SMS server allows individuals and companies to create and type their messages on the PC. Then by using SMS API, convert them to mobile text and send them to numerous people at one go via the World Wide Web. With the help of SMS server, one can also send multimedia messages and e-mail messages to anyone across the globe. This pc to mobile SMS services has many benefits for all businesses:

â€¢ Having a database of phone numbers of their previous customers, retail shops and departmental stores can easily send bulk SMS to them regarding any special offer, sale or promotion. This will help increase customer retention and also help create customer loyalty. The numerous customer loyalty programs are using this technology to interact with their customers.

â€¢ Many companies have personnel in the field, who promote, sell and inform about their products to customers. These field agents need to have updated information about the potential customer as well as the region in which they are travelling. SMS server and pc to mobile SMS services make this contact possible between them and their office.

â€¢ One important feature of the pc to mobile SMS service is that with the help of technology and sophisticated software, it is possible to get response from individuals and use it to ones advantage. A good example for this is sending an SMS wherein a discount coupon is offered to the recipient upon reply to this SMS. This will help organizations evaluate how many people are interested and those who reply are the potential customers that are going to come to visit ones store or shop.

The use of SMS servers is easy but it does require the help of experts and professionals in the IT and software domain for the initial setup and trouble-shooting. Numerous organizations are out there which provide these services to businesses at a low cost. If you see that pc to mobile SMS services can help your business expand to new heights then one should use the services of experienced SMS solution providers.

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Avena Sowell - About Author:
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