Sms shortcode: a simpler way of communication

by Avena Sowell

Article published on June 28th 2012 | Communication

Short codes are used specially for sending and receiving Mms or Sms from different mobile servers or companies. Each company and operator has their own individual short code and they communicate with the customer through those codes. These codes are mostly used for some television voting purpose or for selecting a special service like a ring tone or for informing the customer about some important update. In most of the cases case the short codes have zero Sms charge compared to the standard charge of sending a message. It is easy to remember and it helps communication with the operator easier thus making the business less complicated. To communicate a problem a customer can simple send the code to the short code and the response will be received. It is even easier to remember the short code. In business it is much in use as it generates sales lead, captures consumer data, engages potential customers, etc.

Sms gateway is a network facility which can be used to receive or send sms. It is a way of simplifying sms communication. Sms gateway is very important and mostly used by sms application developers who in order to send a sms or receive it connects to sms centers of various wireless carriers. The various sms companies use different sms center which in turn have their own sms protocol. Different companies have different communication protocol and this leads to a problem when sending or receiving bulk sms. This problem is solved by using sms gateway by placing it in between two sms centres. The sms gateway receives the message from the sms software application and then translates it to the protocol of receiverâ€™s carrier.

Bulk sms helps the companies to reach out to the customers on a large scale basis. Incessant use of internet and mobile phones makes the bulk sms process more interactive, cost effective and profitable for the companies. Companies are realizing the power of bulk sms and are coming up with new offer to increase the rate of sms even further. There is software known as the bulk sms software which allows users to send a mass sms at one time from their desktop. This is boosting the profit for the businessmen thus improving the customer and operator relationship. Thorough this bulk sms software, messages of varied content can be sent to different numbers and it is more cost effective.

As we all know marketing is an important part of business, it brings to notice the details of the various details to many people. Not only is it important, but also it is expensive. To avoid the huge expense bulk sms software is used which cuts down the expense of marketing and spreading the extent of the business simultaneously. The best part of this software is that the customer or the required destination can be reached with few seconds.

There are various kinds of sms software options like web based application, desktop application, email application and application programming interface. These softwares offer various kinds of message sending techniques and once the software is downloaded, it becomes a stand alone application.

Article Source:
http://www.articleside.com/communication-articles/sms-shortcode-a-simpler-way-of-communication.htm - Article Side

Avena Sowell - About Author:
a Mass text messaging is generally a web, desktop or email based application that allows you to access - and send messages. a Sms shortcodes are applications or interfaces that enable you to send SMS messages from your desktop to one or many contacts. Use our service and save valuable time and money on your communications.

Article Keywords:
sms gateway, SMS Software, bulk sms

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!