



RapidsMS InBox 56767

Product Data Sheet

Splice Resources

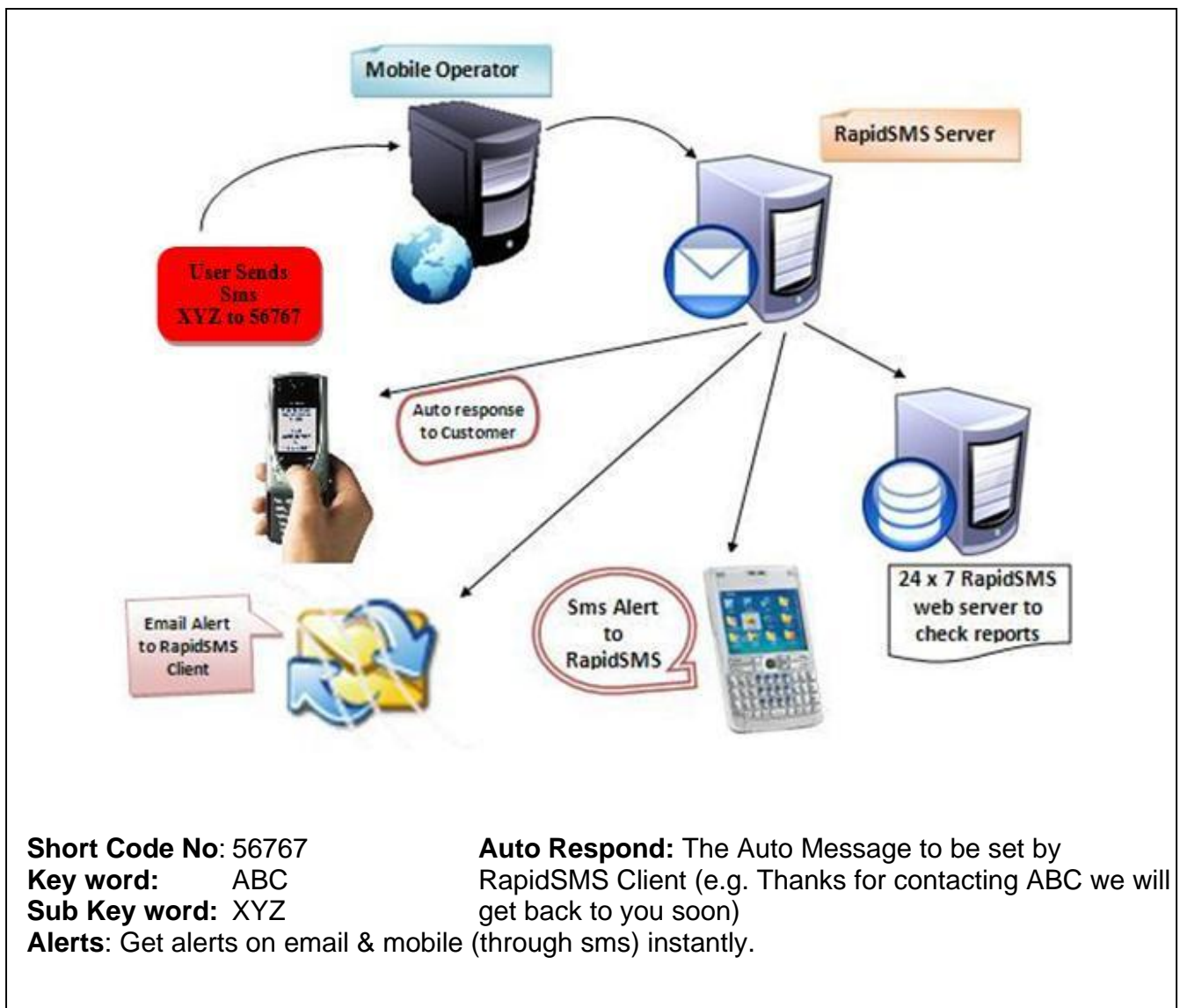
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A sms short code is a 5 digit number accessible through mobile operators for data (by SMS) transmission. Introduced as a new generation communication tool a short code can be used for – Lead generation, lucky draws, contests, surveys, enquiries, feedback, bids, transactions, etc.

Short code architecture:



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A very cost effective tool for lead generation when backed with campaigns through print and electronic media.

Short Code Benefits:

- Works - 24 x 7
- 5 digit number easy to remember (and respond)
- Large scale communication at very low cost.
- Communication - Quick and Reliable yet Simplified
- Automated / Personalized pull sms (e.g. to know balance in your bank account)
- Content Providing (Cricket Score, Stock / Commodity quotes, Download – jokes / ring tone / wallpaper etc)

RapidSMS Short Code Benefits:

- Instant alert through Sms & Email
- State / Region wise reports
- Auto Responders – 2 way communication (Free - Auto Response Sms)
- Web Interface to keep Records
- Unlimited Sub - Keywords
- Real Time Web Based Reporting
- Web Based Control Panel.

Case Studies - Lead Generation:

1. A company (e.g. a Laptop) well advertises its product in a news paper but most of the people read it in the morning – when probably no one is there to answer the inquiry on phone. A short code can help by receiving leads / queries 24 hours.
2. Listening to an advertisement on radio one might get interested in a product (e.g. water purifier) but probably won't remember the number to call and enquire. A 5 – digit short code is easily memorable – quick and accurate to receive response.

Case Studies – content providing:

1. A customer can avail his bank balance by messaging his account no to his bank short code. Easy quick (unlike busy and unassisted phones)
2. Run contests – easy way to create databank of people having interest in your product (e.g. guess your marks in boards exams – win a two wheeler.
3. Get quotes on prices of stocks / commodities. Get cricket score etc.



Case Studies – Database generation:

1. Run contests – easy way to create databank of people having interest in your product. (e.g. A Foreign Education Consultant run “guess your marks in boards exams – win prizes worth 10 Lakh”). This type of contest is an easy way to generate databank of students in the region.

Case Studies – Survey:

1. A company runs an interactive sms / shortocde campaign to know customer product satisfaction. Opinions can lead company to improve their products.

Case Studies – Store Locator:

1. A Short Code can be set up where customers can text in their postcode and can have an automated reply immediately containing details of their closest store, address and its telephone number.

Case Studies – VOTING:

1. An organization can initiate a short code for VOTING. Television programs have been using short codes widely for **Reality Shows**. You can display live results of the votes received by programming dynamic response. At a larger scale (1 Lakh & above per month) this can become an income source.

Case Studies – AUCTION:

1. An organization can initiate a short code for Auction bidding. Users can monitor and increase their bid quickly through mobile.

Case Studies – Dynamic Response:

1. A customer can avail his bank balance by messaging his account no to his bank short code. Easy quick (unlike busy and unassisted phones)

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