

SMS Based CRM for an Automobile Company

JVs and Branches:
India, United Kingdom,
Australia, Bahrain,
Japan, Singapore

Case Study

Silicon Honda – Reaching people the fastest way

The Short Messaging Service (SMS) application built using the Java technology provides Silicon Honda a platform to customize all of their day to today activities like booking of the vehicle, payment towards purchase of vehicle, reminder of service and upkeep of vehicles, greeting the customers on important days and more. Using this application Silicon Honda is sending important messages to their customers using a very cost effective medium.



Mobile-CRM

Retaining loyal and satisfied customers is one of the most formidable challenges businesses face. Especially in a wired world-where real-time responsiveness and interactivity are being redefined constantly. TechUnified makes it possible to apply Short Messaging Service (SMS) technology, one of the most popular ways to reach a large number of people cost-effectively, quickly and efficiently, to the dynamic and fast-paced world of mobile CRM. With TechUnified Interactor, we offer an open, two-way interactive avenue of communication with your clients' customers, ensuring a higher level of service and feedback so that they remain ever satisfied.

Short Messaging Service

SMS is the delivery of alphanumeric messages to mobile phones over wireless networks. The length of the message can be no longer than 160 characters. In Europe, two-way SMS messaging has been popular for some time and is slowly gaining popularity in North America as some of the major wireless networks (like AT&T) are beginning to support it. SMS is a universal data service and is supported on GSM, TDMA, and CDMA networks. An SMS message can originate from an external system such as e-mail or mobile device and is routed through the network, via the short messaging service center (SMSC), to its destination. A distinguishing feature of SMS is its ability to deliver messages any time, regardless of whether data or voice calls are in progress.

TechUnified – A Trusted Associate

TechUnified, because of its fast learning curve and Early Mover Advantage in the domain of SMS, we were identified as an able partner by the client to implement SMS services and drive the company to new levels in the domain of customer care and relationship building. Consultants at TechUnified took the challenge to make a successful launch in this path breaking software product.

A Brief introduction to the product features

Booking-For communicating the booking status of the consumer and the delivery schedule.

Payment-Message informing the customers of payment dues and completion of financial obligations.

Service-A reminder to customers to fulfill the timely service and maintenance needs of their vehicles.

Test Ride-Invite your enquiries to test ride and make the buy decision.

Greetings-A wonderful way to enter the hearts of your customers, builds a loyal customer base.

Reports-Robust and unfailing gives you accurate results on the delivery status of the messages.

The Gateway also allows you to select and deselect entries, the reports give you proof of delivery, which makes your organization and your employees totally accountable. 'Interactor' also allow you a very high level of personalization in your interactions with your clients.

Benefits of SMS

The Techunified Interactor service platform offers a secure single point connection to multiple cellular operators. Techunified Interactor benefits for HMSI Dealers:

- Anytime / Anywhere customer access
- Guaranteed delivery of notifications and alerts to single or multiple users
- Increased user productivity through instant delivery of notifications and alerts
- Significantly reduces costs associated with:
 - a. Telephone charges
 - b. Mailing and human resources
- Another service and source of revenue for service providers
- Very possible replacement of existing two-way paging

Technologies Used

- Java JDK 1.3, Java Swings
- SMS

Development Environment

- MS Windows NT server (Operating System)
- MS SQL 7.0 (Database)

Testing Environment

- RS 232 serial cable for Nokia
- Nokia 7110 mobile
- All models of mobile phones capable of receiving SMS messages

TechUnified : quality-driven, value added services and cost efficient solutions

Unified Technologies a new generation Business IT and Internet Professional Services company, partners with organizations worldwide, to enable them to leverage IT and the Web for powerful business and competitive advantage.

Our mission is complete customer satisfaction with quality par excellence. This we achieve through solutions tailored to the client's unique requirements, our endeavor to follow the best models and patterns customized to company's individual needs. A methodical approach to understand our clients' vision, strategy, processes and prioritized business needs. Numerous plans & well thought ideas based on technical innovation, software expertise and through our software system with the latest technological support.

Unified Technologies is a company that delivers high quality software support and products as well as enterprise-wide solutions ranging from customer service to supply chain management. We offer a compelling choice for outsourcing your software development projects through:

- High quality
- Reduced risks
- Stable pool of skilled resources
- Substantial reduction in labor costs
- Accelerated project completion
- Technological expertise



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