

Mobile Customer  
Care Services

Enhance your  
**customer**  
communication  
effectively

dialogue 

# The role of mobile customer care services

The majority of companies have customer service departments or procedures and a common goal for all is to provide an exceptional and reliable service, as well as being efficient and responsive providing relevant information in a timely manner.

Adopting mobile messaging as an additional outlet provides customers with an alternative communication route, that is not only cost effective but removes restrictions from contact times as well as reducing queues.

## Benefits include:

- Cost effective SMS messaging solution
- Reduce strain on call centres
- Fast and reliable communication channel
- Messages dealt with promptly & effectively
- Improves the customer experience and relationships
- Increases business efficiency

Dialogue is a global specialist in mobile messaging solutions, and has over 10 years experience in the mobile sector. For more information about Dialogue please visit [www.dialogue.net](http://www.dialogue.net)

## How mobile messaging can be implemented:

- **Text to a 5 digit shortcode** to receive a callback from a call centre/organisation
- **Text a question to a shortcode** – to receive a reply back via SMS or call
- **Text comments or requests**
- **Text to send or receive** information from a organisation
- **Customer surveys** using mobile to gather customer feedback
- **Receive payment, appointment or renewal** reminders from organisations
- **Mobile messaging** for company communication

A text message gets directed to an email address, HTTP address or another mobile number, specified by the company.

The text message can be sent to an email address and the agent can then either reply back to that message, which will convert back as a text message to the handset where it originated, or they can return the call as they will have obtained the mobile number.

You can also use a Voice shortcode which is a 5-digit number to replace the 11 digit number that a customer would call; 5 digits are much easier to remember and can direct the customer straight to your call centre as your existing number would.

## Key sectors benefiting from this service:

- Utility companies
- Financial services
- Retail
- Public sector
- Transport/logistic companies

# Our Mobile Solutions Include:

- **Mobile marketing**
- **Mobile internet portals**
- **Mobile interactive campaigns**
- **Mobile billing & delivery**

We provide “off-the shelf” solutions with full campaign development and support or “professional services” where we can build and deliver the campaigns. We also have mobile API's so your applications can be integrated with SMS.

**Add mobile to your communication channel today**

**Contact us:** Text: “CALLBACK” to +44 (0)7786 200 100  
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