

# Fly SMS

## Introduction

Today SMS as fast, simple and cost-effective feature for obtaining information, is one of the most popular ways of communication. The usage of SMS as an information media is growing rapidly and there are no boundaries. It is needed for any sector, especially in transportation area.

Nowadays it is important to provide your customers with the information at the right time straight to their mobile phones and to give them ability to obtain the information back, and SMS is perfect way for improving passenger service experience and to make customer communications more effective and personalized.

By using SMS messaging, airlines companies can achieve greater customer's satisfaction, offering them services like mobile check-in, mobile booking and rebooking, SMS flight departure alerts, seat waitlist confirmation alerts and all other wide range of possibilities that SMS brings.

## Why Fly SMS?

- SMS because of its simplicity and cost effective, places information 'in the palm of your hand' - the information comes to a person who is interested, regardless of the person's location (the information finds the person, not vice versa)
- SMS will enable airlines to achieve greater passenger satisfaction, bind with them and increase their loyalty, providing them with accurate information at the right time
- SMS has no limitations - this service can be used by anyone owning a mobile phone in any country of the world
- SMS service enables airlines and their customers to monitor any changes to the scheduled departure/arrival time of flight via mobile phone or device
- SMS will help keep passengers informed about last-minute changes
- SMS is easy-to-use (user-friendly) - messages are sent with a touch of a button

## Opportunities SMS brings to airline companies

- Send/receive flight departure alerts
- Send/receive seat waitlist confirmation alerts
- Send/receive alerts on changing flights
- Send SMS flight disruption alerts
- Fast check-in service for frequent passengers

## Why should Airline companies use

- Service Level Agreement (SLA) ensuring top industry quality of service
- Guaranteed delivery of SMS messages
- Absolute security and no storage of sensitive data in transaction
- Alphanumeric originator which allows brand visibility
- Delivery reports from user's mobile device as proof of delivery
- Delivery to end-users mobile handsets within seconds guarantees cost efficient way for direct communication between financial institutions and clients
- 24/7 availability and no location boundaries

Using effective, simple and cost effective way of communication - SMS services - airlines companies will benefit in greater customers loyalty providing them SMS alerts for flight changes, flight departures details, last minute news etc.

 can be your partner offering you quality 1-way and 2-way messaging services, competitive pricing, world-wide coverage with failover routes and support of skilled engineers specialized in mobile technology.