

Business communication via SMS

The four most important reasons



As a communication tool, SMS still offers numerous advantages over other messaging services. Even in this digital age, there are still convincing arguments for the importance and appropriateness of text messaging, particularly in terms of its reliability and security in a professional environment.

The main advantages at a glance

- **Very high network coverage & availability**

No smartphone, app or internet connection required to send or receive a text. Even old mobile phones can send and receive short messages. The service functions even in regions with poor mobile network coverage. A brief moment of network reception is all it takes to send or receive a message. In addition, many landlines are capable of sending or receiving text messages.

- **Text messaging is widely trusted and has high open rates**

The classic SMS is more widely trusted and accepted than other messaging services, particularly for business communications.

- **Simple integration**

The SMS-Gateway can be easily integrated into existing business software. The SMS functionality can be extended within existing Web applications without the need for additional software, thanks to flexible and powerful interfaces (SMPP, TCP/IP, HTTPS, UCP, E-Mail, Web Service [SOAP]).

- **Security**

Text messages are mobile communications, and as such are subject to the telecommunications regulations - and hence the regulatory supervision - of each individual country. In addition, features such as mobile TAN (mTAN) for online banking, two-factor authentication for internal or external portals, as well as the 'High Privacy SMS' option provide additional security features to ensure the security of your sensitive or critical business communications.

eCall, the cloud-based business messaging platform, offers multi-functional solutions for sending and receiving text and voice messages in both a private and a business context. As it is a Software-as-a-Service-Provider (SaaS), eCall does not require any special infrastructure or additional software. This increases not only the efficiency of your communications, but also the advantages for your customers and employees.



Conclusion

Even in our modern, digitised world, there are still rural regions and less developed countries where comprehensive mobile internet coverage is not guaranteed. SMS is the recommended communication tool, particularly for important, time-critical messages that the recipient needs to receive in a timely manner. Text messages are delivered with 99.95% security and are usually read within three minutes. The many advantages of text messaging should not be underestimated when compared with other forms of communication; the tried and tested SMS service is still an essential business communication tool.