SMS in Manufacturing

LOGISTICS AND DISTRIBUTION

Logistics is a core function for the majority of businesses today; it enables companies to understand and evaluate the entire flow of operations, from the start of the supply chain right to the end point of consumption.

Supply chains are often extremely complex as well as unpredictable, having to adhere to the needs of many different aspects of supply such as information, transportation, inventory, warehousing, packaging and disposal.

Managed well, organisations can reduce costs, be efficient and increase turnover and profit.

COMMUNICATION ON THE MOVE

A key component to good logistics management is communication, and SMS messaging can play a pivotal role in that. It can be integrated into existing systems or processes and provides a cost effective, quick and reliable way to communicate with contractors, customers and employees.

For drivers or contractors on the move, SMS is the easiest way to contact them, providing a simple yet effective two-way communication channel.

■ Changes in drop off or pick up schedules
■ Correct contact details
■ Time tracking

All can be communicated by a simple click of a button or by setting up an A2P (Application to Person) SMS from a line of business application.

Stat; A2P SMS will grow from 1.16 Trillion in 2016 to 1.28 Trillion in 2019. (Global). *Ovum* 2017

CUSTOMER CARE

SMS messaging is also the most effective method to communicate with customers. The majority of people have their mobile phones within close proximity and research has shown that people are more likely to see, read and act on messages through their phones than any other form of communication.

■ Over 90% of text messages are read within 4 minutes of receiving them

Sending out notifications to customers regarding a delivery status, proof of delivery or update on a service can significantly improve customer relationships and loyalty.

BENEFITS OF SMS

■ Make customers and staff instantly aware of schedule changes or cancellation
■ Inform customers about delivery confirmations
■ Provide 2-way interaction with your customers, suppliers and staff
■ Billing reminders and late payment alerts
■ Inventory management alerts
■ Improve process automation

OTHER

■ System Alerts and Outages
■ Emergency Planning (office closure/heighten security alerts)
■ HR and IT
● Password reset
● VPN 2Factor Authentication
● Guest/Staff Management Access to network (Meraki/ClearPass)