

**MEDIA RELEASE:**  
**BULKSMS.CO.UK**  
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### **Text message alerts improve logistics management**

Text message alerts are improving logistics management within the supply chain. Texting, as a communication channel, allows for the sending of information to one or more people at short notice thereby meeting the key business requirements of timeously communicating delivery schedules to drivers and ensuring that customers are kept informed on their order status.

“Texting offers the logistics industry three key advantages. It improves overall business efficiency and it has the ability to notify parties on the move of changes to schedules. Texting reduces call volumes, cutting the costs associated with contacting drivers or customers telephonically when freight schedules change,” said Dr Pieter Streicher, managing director at BulkSMS.com, a global mobile messaging company with offices in the United Kingdom.

There are several uses of text message communications for logistics management. Text message alerts are used when changes in drop-off or pick-up schedules need to be communicated by depots to drivers when freight is on the road, or to provide drivers with the correct contact details of people at a depot. Text message alerts are also used to notify customers that their orders are ready for collection or for sending proof of delivery to customers. Due to its near instantaneous delivery to the cellphone number specified by a customer, texting is effective in alerting customers of any delays in the delivery of an order.

Texting has further use for administrative and marketing purposes. It is used to remind customers about business hours during public holidays, provide notifications to customers for outstanding payments or to send advertisements for new services or specials to existing customers.

The BulkSMS Text Messenger, a desktop messaging application, meets the communication needs of logistics managers. It connects via the Internet to the BulkSMS.com text message gateway, providing access to United Kingdom network providers as well as over 500 networks globally, and provides a centralised management system for all text messaging to the cellphone numbers of drivers, customers and other parties. It allows you to link to these contact details irrespective of whether they reside in a regularly updated spreadsheet or external database. Additional functionality includes the scheduling of messages to be sent at a future date as well as receiving replies to the application’s inbox.

By sending text message alerts using the BulkSMS Text Messenger, logistics managers are able to improve business efficiencies with targeted communications, reduce communication costs during the delivery process, and ensure customer satisfaction by managing expectations around order fulfilment.

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### **About BulkSMS.co.uk**

BulkSMS.co.uk is a division of Celerity Systems (Pty) Ltd, a South African holding company based in Cape Town. Celerity Systems has been providing messaging services since 2000 through its global BulkSMS.com brand. BulkSMS.com has a world-wide market presence, including Asia, Europe, South Africa, and the United States of America.

Celerity Messaging UK Ltd, a company based in the United Kingdom and incorporated in 2007, represents Celerity Systems (Pty) Ltd in the UK. The company has offices in Crawley, West Sussex.

BulkSMS.co.uk is a leading wireless application service provider offering bulk text messaging solutions to large and small businesses, third sector organisations, and individuals. BulkSMS.co.uk offers two-way text messaging to support clients' business communication (notifications, alerts, customer relationship management, etc), information services (weather, financial markets, etc) and mobile marketing campaigns. BulkSMS.co.uk provides the following messaging solutions:

- *BulkSMS Text Messenger* (desktop SMS application).
- *Web to SMS* (online messaging interface).
- *Email to SMS* (messaging using MS Outlook).
- *Mobile2Group* (messaging to phonebook groups using a cell phone).
- *SMS integration* with client applications via an e-API (electronic application programming interface).
- *Reseller solution* (provides clients with a value-added messaging service to their customers).
- *Community.BulkSMS.co.uk* (sponsored messaging for third sector organisations).

BulkSMS.co.uk helps its clients fully comply with wireless industry opt-out requirements by offering an automated STOP reply feature.

BulkSMS.co.uk is a member of the following industry associations:

- Wireless Application Service Provider Association (WASPA)
- Wireless World Forum (W2F)
- 160Characters

For more information about BulkSMS.co.uk's services visit [www.bulkSMS.co.uk](http://www.bulkSMS.co.uk). For direct enquiries please email [support@bulkSMS.co.uk](mailto:support@bulkSMS.co.uk) or contact the company telephonically on 0871 284 1472.