

MEDIA ARTICLE

BULKSMS.CO.UK

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Tips on mobile phone etiquette for business people

Mobile phones are part of our everyday business communications. They promote efficient communications but can prove to be an irritation if they are used inconsiderately.

“We need to look carefully at our current use of mobile phones and find ways of being more considerate of others in our working environment. The increase in mobile phone usage for work and private calls or text messaging is becoming a source of irritation and psychological stress within, and outside, the workplace,” says Dr Pieter Streicher, managing director at BulkSMS.com, a global mobile messaging company with offices in the United Kingdom.

According to Dr Streicher we need a mobile phone etiquette tailored for business people on the move. He suggests that text messaging can be used in several ways in fostering a mobile phone etiquette (or “metiquette”):

1. When a mobile phone call is replaced by a text message, it is less intrusive as it gives the recipient an opportunity to reply or call back when convenient.
2. Request callers to text the required details after the call.
3. Instead of leaving a voicemail message send a text messaging. Texting removes the need to write down details while listening to messages. Furthermore, scrolling through text messages is much quicker than listening to many voicemail messages.
4. Change your voicemail greetings to include: “Don’t leave a message, rather text me”.
5. Text messaging is an unobtrusive way to get hold of a person as there is no immediate compulsion to reply to a text. If a mobile phone is turned off, the text will be delivered shortly after it is switched on.
6. Text messaging has made it possible for companies to send regular and instantaneous update on a business process directly a customer’s mobile phone.
7. There are regulations prescribing opt-in and opt-out procedures via text message. To opt-out from unwanted commercial text messages, a consumer should be able to reply with the word “Stop”. Visit the [Mobile Data Association](#) and [160Characters Association](#) for more details on text messaging regulations in the UK.
8. Use a desktop solution, such as the *BulkSMS Text Messenger*, that supports the sending and receiving of personalised individual and bulk text messages. This allows you to customise your communications and track conversations with your consumers, clients or suppliers.

ENDS

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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. For direct enquiries please email support@bulkSMS.co.uk or contact the company telephonically on 0871 284 1472.

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