



Msandesh Inbox 56767

Product Data Sheet

Msandesh

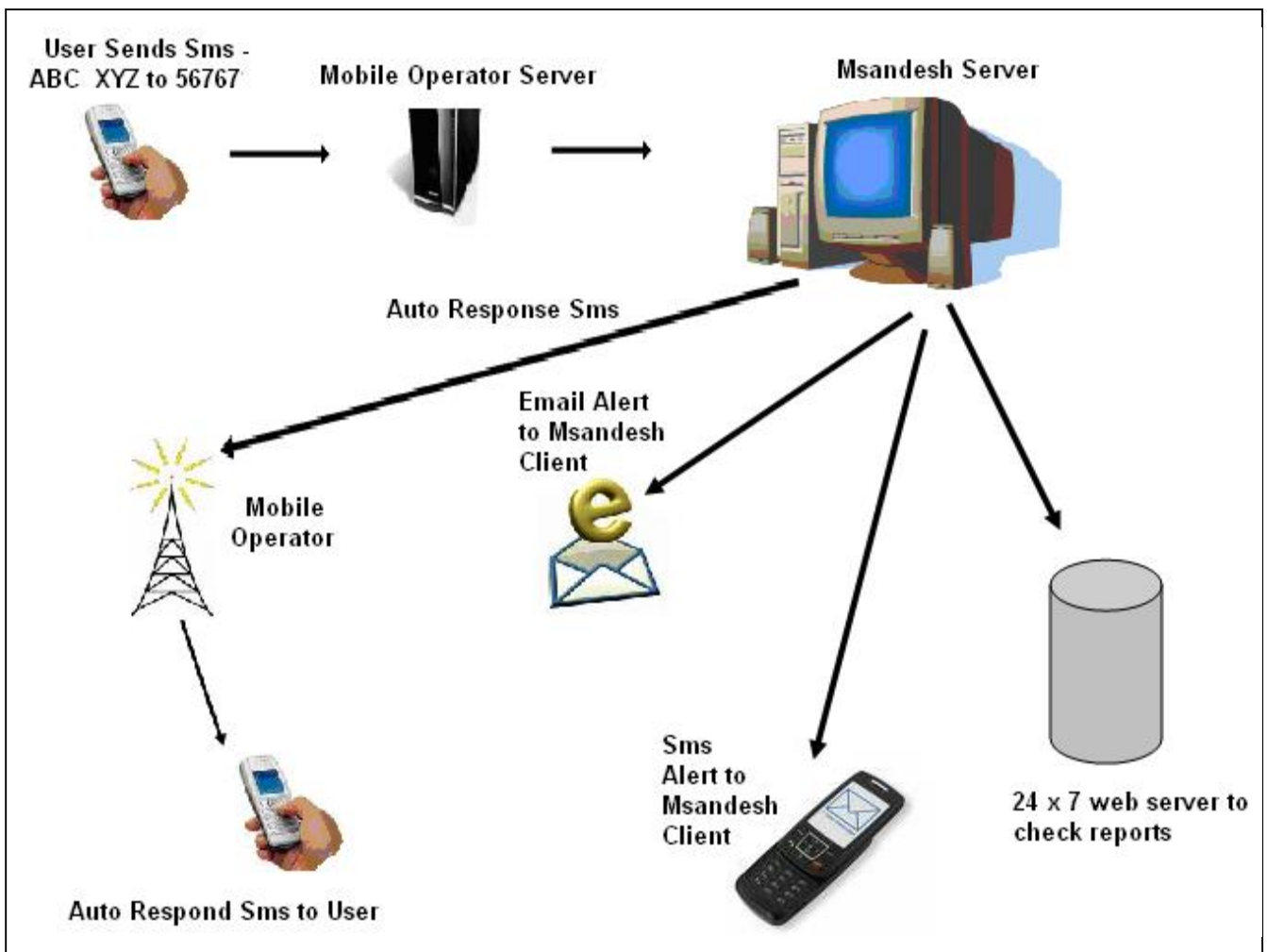
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A sms short code is a 5 digit number accessible through mobile operators for data (by SMS) transmission. Introduced as a new generation communication tool a short code can be used for – Lead generation, lucky draws, contests, surveys, enquiries, feedback, bids, transactions, etc.

Short code architecture:



Short Code No: 56767

Key word: ABC

Sub Key word: XYZ

Alerts: Get alerts on email & mobile (through sms) instantly.

Auto Respond: The Auto Message to be set by Msandesh Client (e.g. Thanks for contacting ABC we will get back to you soon)



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A very cost effective tool for lead generation when backed with campaigns through print and electronic media.

Short Code Benefits:

- Works - 24 x 7
- 5 digit number easy to remember (and respond)
- Large scale communication at very low cost.
- Communication - Quick and Reliable yet Simplified
- Automated / Personalized pull sms (e.g. to know balance in your bank account)
- Content Providing (Cricket Score, Stock / Commodity quotes, Download – jokes / ring tone / wallpaper etc)

Msandesh Short Code Benefits:

- Instant alert through Sms & Email
- State / Region wise reports
- Auto Responders – 2 way communication (Free - Auto Response Sms)
- Web Interface to keep Records
- Unlimited Sub - Keywords
- Real Time Web Based Reporting
- Web Based Control Panel.

Case Studies - Lead Generation:

1. A company (e.g. a Laptop) well advertises its product in a news paper but most of the people read it in the morning – when probably no one is there to answer the inquiry on phone. A short code can help by receiving leads / queries 24 hours.
2. Listening to an advertisement on radio one might get interested in a product (e.g. water purifier) but probably won't remember the number to call and enquire. A 5 – digit short code is easily memorable – quick and accurate to receive response.

Case Studies – content providing:

1. A customer can avail his bank balance by messaging his account no to his bank short code. Easy quick (unlike busy and unassisted phones)
2. Run contests – easy way to create databank of people having interest in your product (e.g. guess your marks in boards exams – win a two wheeler.
3. Get quotes on prices of stocks / commodities. Get cricket score etc.

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