SMS FOR OPERATIONS/LOGISTICS

Combine improved tracking and communications with real time shipping alerts and achieve on time deliveries, happy customers, and higher profitability.

Mobile provides the fastest, most convenient way to communicate order and shipping status to consumers. With online sales continuing their steady growth, and text-enabled mobile phones already in the hands of the vast majority of consumers, there's no better time than now to mobilize the shipping notification process.

Every day, more than 25 million packages are shipped to consumers. Any organization that ships goods to consumers should use SMS alerts. They're an easy way to improve the customer experience while reducing support costs.

For many online consumers, checking on order status and delivery time still requires logging on to a website and looking up their order. For updated information the consumer must repeat this task. In a world where mobile is the fastest way to communicate, this approach is outdated and represents a lost opportunity to build positive customer relationships and loyalty.

Shipping notifications sent via SMS provides a fast and convenient way to communicate order shipment information. Delivered directly to the user's mobile device, a shipping notification gives the consumer the information he or she wants: Was my package shipped? Is the item on its way? Has it been delivered?

Online retailers are starting to use SMS as part of their standard alert practices, and those with mobile apps can utilize push notifications instead of, or in addition to SMS. Together with the SMS and push channels, retailers can also utilize the email channel to communicate shipping information.

With real-time shipping and delivery alets, you can improve the retail experience for your customers and at the same time increase their efficiency and potentially reduce support costs.

Online shoppers today expect their purchases to be handled promptly and prefer to receive accurate delivery updates, especially when the shipment is delayed. Alchemy's Interactive Platform adds precision and reliability to the shipping and delivery process.

Using the platform, you can design an alert system to meet the needs of your customers by enabling them to configure their notification preferences. Some customers may prefer to stay with email while others might choose a combination of SMS and email. The Interactive Platform provides multi-channel mobile communications via SMS, push, email and voice for:

- Shipment confirmation
- Delivery status
- Re-scheduled deliveries
- Pickup confirmation/change

Today, when nearly half of all self-proclaimed, dedicated customers fail to remain true to a brand, the Interactive Platform gives them a constant they can trust, the security of current, accurate shipping and delivery information.

Benefits for the customer;

- Deliver notifications via the customer-preferred channel.
- Enhance the customer experience and perceived service quality.
- Provide convenience to the customer and save them time.
- Ensure a faster, more reliable and personalized delivery.

Benefits for the organization;

- Build brand appreciation through simple, customer-directed alerts.
- Streamline shipping communications.
- Reduce customer support calls.
- Allow anytime, anywhere connection with consumers.
- Improve reliability and timeliness by allowing more packages to be delivered on first attempts.

o   Minimize lost packages and late deliveries with more tracking.

Sample;

A woman in Banjul places an online order for a birthday gift, hoping it will arrive at her home before she leaves for vacation. Unfortunately, the shipment is delayed and she realizes it will not be delivered before her trip. Through the Mobile Platform, she receives a text alert from the shipping company notifying her of the new date and time of delivery. She's able to make arrangements with a neighbor to retrieve the package.

With smartphones and tablets becoming ubiquitous and consumers using them around the clock, it's time for retail businesses to mobilize the entire purchasing lifecycle. Offering mobile receipts is an easy first step.

Businesses today need to offer consumers more than competitive pricing and choice. Today's on-the-go consumer also expects a smooth and convenient checkout experience.

Retailers already know the power of SMS with respect to marketing. But what about mobilizing post-purchase activities? What benefits can mobile deliver to the customer and to the institutions?

Smartphones and tablets are everywhere and being used all the time. People simply prefer to communicate this way. For this reason, retail businesses need to mobilize more of the entire customer lifecycle.

Already accustomed to receiving digital receipts from e-commerce purchases, consumers are pleased with retailers and other businesses that offer mobile receipts as an option. Consumers like them for the same reason they like digital receipts: they are easy to manage and difficult to lose. They are there when the customer needs them to validate a purchase or return an item.

Mobile receipts also offer the institution cost and time savings, and provide an enticing promotional opportunity, a new way to drive repeat business through targeted offers and coupons.

SMS receipts are quickly becoming common place and are expected to become the standard. The paper less receipt does not only reduce the cost of a transaction, it also helps your business meet the growing demand for environmentally friendly practices. In a highly competitive retail market, customer preference and loyalty can be the result of one incremental change such as paperless receipts.

Alchemy's Mobile Platform meets this need and extends the electronic receipt distribution to SMS, push, voice and email. Our platform can interface with existing systems to provide an opportunity to deploy digital receipts across a variety of mobile channels, as well as incorporate key messaging and exclusive offers to drive repeat business.

Leveraging the power of Alchemy's platform, you can also realize operational savings. SMS receipts reduce printing and shipping costs and speed up the checkout and return processes. Overall, operational efficiencies are increased and total transaction time is reduced.

While opportunities clearly abound for paperless receipts, mobile has been gradual due to the lack of integrated systems across multiple communication channels.

Benefits for organizations;

- o Efficiently implement paperless receipts
- o Reduce total transaction costs and improve customer satisfaction
- o Pursue repeat sales through personalized offers, promotions and coupons.
- o Lower transactional costs due to elimination of printed receipts
- o Meet the growing demand for sustainable practices, driving preference and loyalty.

Benefits for consumers;

Mobile receipts are:

- o Faster to sign
- o More durable
- o Hard to lose
- o Easier to read because they all look the same

Sample;

A woman stops by a local department store on her lunch break. During checkout, she's offered an option to receive her receipt via text or email. When she selects email, the interactive Platform instantly distributes an electronic receipt to the woman's inbox, which includes a coupon she can redeem on her next visit. Having rushed through her initial trip, the woman returns the next day to exchange her purchase for a new size. Using her mobile device, she's able to complete the entire transaction quickly and without unwanted paper.

The value of digital ticketing to consumers has been so effective that the technology spread through the media and entertainment industry practically overnight. With the market well established, businesses now need to streamline the infrastructure, removing redundant systems and consolidating fragmented solutions.

By 2014 we could see mobile ticket sales at £15 billion, up 650% since 2012. To stay competitive, organizations that use mobile ticketing will need to evaluate their infrastructure for redundancy, fragmentation, scalability and security.

Digital ticketing via mobile devices is a clear win-win for both the ticket issuer and the consumer. Across industries, any organization that sells or issues tickets can use Alchemy's Interactive Platform to enable a purchase and delivery process that's convenient and pleasing to consumers, and at the same time removes ticket-handling costs.

Whether buying tickets for a movie or concert, or booking seats for ground or air travel, mobile ticketing gives the consumer an easy purchase process. Tickets can be delivered directly to a mobile device, giving purchasers the ability to distribute tickets to friends and relatives. All without exchanging one piece of paper.

With the market clearly established for mobile ticketing, the challenge organizations face lies with the infrastructure.

The rapid growth of mobile ticketing (some reports show year on year increases exceeding 150%) has led to systems comprised of fragmented and redundant software and multiple third-party vendors.

By integrating mobile messaging technologies with existing business systems, Alchemy's Interactive Platform allows institutions to meet customer and operational needs from booking through distribution.

With Alchemy's Interactive Platform you can integrate mobile solutions on your existing systems to serve as a centralized conduit, enabling bookings, upgrades and paperless ticketing across devices.

The platform facilitates transactions and enables data exchange across mobile channels (SMS, push, email and voice) without the costs of building or rebuilding existing infrastructure. The platform can interface with existing billing, mapping, booking, distribution and calendar systems, consolidating, personalizing and streamlining the experience.

The challenge institutions face now is meeting the rapidly growing need for mobile ticketing while operating a reliable, scalable, secure and profitable multi-channel billing and fulfillment infrastructure.

Alchemy's Interactive Platform augments ticketing through mobile channels, benefiting both the institution and consumer experience:

Benefits for institutions;

- o Increased ticket sales due to expanded reach
- o Reduced production and distribution costs
- o Ability to target future promotions based on user preference

Benefits for consumers;

- o Convenience with the ability to order, pay for, obtain and validate tickets from any location, at any time
- o Timely reminders and updates to improve satisfaction and bookings

Sample;

An airline customer is taking a cab on the way to the airport. She realizes that she will need to check a bag, but she's running late. By knowing her flight number, the woman is able to check in through SMS on her way to the airport. Exhausted from being few days on the road, she also requests a first class upgrade. The Interactive Platform responds, not only letting her know that there is a first class seat open, but also by delivering her seat upgrade voucher via SMS.