



# Huge SMS

## Managed Messaging Solutions

Huge Telecom offers a range of messaging solutions to suit the needs of all businesses in South Africa, from large Corporates and Government institutions to SMME customers.

Through our ongoing development of world-leading proprietary text messaging platforms – driven by easy to use, intuitive user interfaces and backed by sound technical and user support – we significantly cut customer communication costs as well as optimise the management and delivery of their messages.

We offer a full suite of SMS applications to meet your business requirements and our skilled Account Managers are able to assist you in selecting the ideal one based on your needs.

### SMS - The ideal, cost effective communication channel

<b>Sales &amp; Marketing</b>	Promotions, Competitions, Birthday greetings, etc...
<b>Customer Service</b>	CRM, Customer reminders & alerts, Authentications, etc...
<b>Management</b>	Internal communications, Deadline reminders, etc...
<b>Operations/Technical</b>	Job lists & changes, Customer addresses, Bulk notification, etc...
<b>Finance</b>	Debt collection, Invoice alerts, Payment reminders, etc...

### SMS Features

- Delivery reports generated for all messages
- Replies are supported
- Server-based scheduled send
- Secure, encrypted connection to Huge Telecom's SMS server
- Guaranteed delivery times to the GSM networks
- Ultra-high throughput capability as Huge Telecom's SMS server is used instead of local analogue modems on site
- Software based internet connection – no additional hardware is needed!
- Integration into the Huge Telecom billing platform, creating a single, integrated bill for all services
- Web Access allows customers to administer their accounts online

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<p><b>texSMS</b> SMS enable MS Outlook</p>	<p>texSMS is a software application that seamlessly installs itself (or “plugs”) into MS Outlook, to allow you to generate SMS messages in exactly the same way as you would generate and send regular emails. You can also send personalised bulk SMS’s using texSMS’s quick and easy bulk SMS interface. It is highly configurable and can use CSV, Excel and text files, or distribution lists, as data sources. Replies to SMS’s are supported and are delivered back into your email inbox (or optionally forwarded onto your own cellphone) giving you full bi-directional SMS interaction from your desktop. texSMS works equally well for personal, business, bulk or corporate use and does not require ANY hardware or ANY configuration of your email systems!</p> <p><b>Features</b></p> <ul style="list-style-type: none"><li>• <b>Calendar Integration</b> – automatically delivers appointment reminders to your cellphone</li><li>• <b>Meeting Scheduling</b> – all attendees are automatically reminded of meetings by SMS</li><li>• <b>Reminder and Scheduled SMS’s</b> – can be created now and delivered at a later date</li><li>• <b>Full two-way communication</b> – allows replies to come back directly to Outlook</li><li>• <b>“CC Mobile”</b> – automatically send an SMS to an email recipient informing them of the email being sent. Perfect for important and time-sensitive emails!</li></ul> <p><b>texSMS is better, faster, cheaper communication.</b></p>
<p><b>SMS API</b> Integrated Customisable Solutions</p>	<p>This service allows your in-house software application to connect directly to our SMS server. Our SMS department will provide the relevant connection to achieve this and will work through the connection process with you.</p> <p>Examples of SMS-enabled applications:</p> <ul style="list-style-type: none"><li>• <b>CRM Solutions</b></li><li>• <b>Payment Systems</b></li><li>• <b>Customer Website Portals</b></li><li>• <b>Company Workflow Applications</b></li></ul>
<p><b>Telepathy</b> Bulk SMS Campaign Manager</p>	<p>Using Huge Telecom’s Bulk SMS solution, Telepathy, you can easily send secure batches of SMS messages, from a powerful Windows application, to GSM phones around the world! Telepathy is perfect for list-based SMS campaigns and is compatible with Windows 98 onwards.</p> <p><b>Features</b></p> <ul style="list-style-type: none"><li>• Supports standard contact data plus special user-defined fields</li><li>• Full import and export of contacts</li><li>• Full group management and group-of-group functionality</li><li>• Advanced Contact Search facility to create custom send batches and groups</li><li>• Scheduled message send (handled by the SMS server)</li><li>• Send Log</li><li>• Delivery Reports</li><li>• Reply Functionality, referenced directly to the relevant contact record and sent message</li></ul>
<p><b>Short Codes</b> Premium Rated SMS</p>	<p>Short Codes are generally used for competitions and CRM purposes and are a great way to provide an easy-to-remember number for promotional purposes. Rate bands between R1 and R30 are available. Contact your Account Manager for more information on this exciting service.</p>

