

## Business Use of Text Messaging

Only a decade ago SMS text messaging was in its infancy and for a long time was considered a toy for teenagers, but now it is being used for a bewildering array of things with many businesses coming to depend on it as a flexible and mobile communications

1. **Travel Services.** Text messaging is being used to deliver information from events and airline schedules to special promotions. Many services are in travel and tourism, where travelers depend on real time updates, and notices to adapt travel plans to changes.
2. **Entertainment, Bars and Clubs.** Use SMS to notify customers, who have opted in, about special promotions and events in the area,
3. **Internet Service Providers.** SMS is being used to notify engineers when systems go down so that problems can be dealt with quickly.
4. **Recruitment Agencies.** people looking for temporary work can now register to receive SMS alerts about potential work.
5. **Couriers:** provide information to their couriers as to where to collect and deliver mail. Additionally it is being used to alert customers when items, such as concert tickets, are being delivered, so that they can ensure they are around for the delivery or reschedule.
6. **Schools, Colleges and Universities:** students and parents can now be alerted by SMS if buildings are closed due to bad weather, etc.
7. **Doctors, Dentists, Hair salons:** individual patients can now receive automatic text reminders telling them the time and date of appointments. Patients can also postpone and reschedule via SMS meaning that appointments are less likely to be missed.
8. **Mechanics and body shops:** mechanics are using SMS to notify customers when their cars are ready. This can save both the garages and customers time, because as soon as a job is completed the customer can be alerted, whether they are at home or at work.
9. **Charities:** charities are using SMS in a variety of ways ranging from using it to alert people about fundraising activities or as a means to collect donations with enabling people being to make a pledge via a text short code with the donation being taken from their next bill.
10. **Insurance Companies:** mobile users can now receive quotes and cover confirmation from insurance companies via SMS, which has helped to enhance customer service as users can have access to information 24 hours a day.

Text messaging has become part of everyday life, so it makes perfect sense that businesses should be looking to utilize it as a flexible communication tool. Businesses are starting to use it very innovatively and for some their use of text messaging has given them a competitive advantage over their rivals.

