



118811

Die Nummer GmbH

SMS transmission

Case Study

Company



118811 Die Nummer GmbH has been an outsourcing partner to several telecoms operators in the Austrian directory enquiries market since 1998. At the beginning of 2001, the company launched its own directory enquiries number, 118811, which can be accessed by phone and SMS as well as on the Internet. 118811 Die Nummer GmbH also offers all the classic call centre services such as customer services, hotlines, helpdesk and telemarketing.

Requirement

118811 Die Nummer GmbH wanted to offer its customers an SMS directory enquiry service for Austria so that, in future, telephone number enquiries for individuals, companies and authorities could also be sent by text to 118811. The new directory enquiry service was to be easily accessible around the clock, 365 days a year, from all Austrian mobile networks, without the need for a dialling code.

atmsSolution

In order to make the SMS directory enquiry service possible, atms ensured that all Austrian mobile network operators added the SMS service to the existing directory enquiries number. Furthermore, atms is responsible for dealing with all technical aspects. As a full-service provider, atms not only ensures the smooth receipt and transmission of the SMS enquiry, but also supplies the appropriate software to enable 118811 customer service staff to process customer enquiries. The entire system is operated on a 24/7 basis via the powerful and reliable atms data processing centre, which is linked to all the Austrian mobile phone networks.

Result

And this is how the new SMS directory enquiry service works: the customer sends a text message with wording of their choice – for example “I need the phone number for atms in 1220 Vienna” or simply “atms, 1220 Vienna” – to 118811 without a dialling code. Shortly afterwards, the customer receives a text message with the required information. The charge for the service will appear on the next mobile phone bill. To test the service, the enquiry can be sent from an online form at www.118811.at rather than from a mobile phone. The reply is then promptly sent to the mobile phone number given by the customer. Extreme ease of use is just one of the advantages of directory enquiries by SMS. The service is also inexpensive and can be used in many situations where it is not possible to make a phone call: for example, during a business meeting, at the cinema or in a noisy pub. What is more, data from the SMS enquiry is permanently stored in the sender's mobile phone or can be copied directly to the mobile's phone book at just a few keystrokes.

“ atms has been an ideal partner for us, reacting flexibly to our requirements and quickly delivering a high-quality, reliable solution for our SMS directory enquiry service. This allows us to concentrate on our core business and offer our customers directory enquiry services of the highest quality – by phone or text. ”

Dipl.-Kff. Iris Seybold, Managing Director of 118811 Die Nummer GmbH