

MOBILE MESSAGING

for Logistics and the Supply Chain



Today's complex logistics processes and global supply chains demand closer coordination and greater agility than ever before. Mobile messaging solutions can help you strengthen your linkages among key suppliers, partners, employees and customers, to improve performance in key processes ranging from demand generation to reverse logistics.

Whatever your logistics or supply chain role, you need up-to-the-minute information – and so does everyone you work with. Cost-effective mobile messaging solutions smooth the timely delivery of business-critical information wherever it's needed, without massive infrastructure investments or complex process changes.



Mobile messaging solutions work where conventional web services and mobile apps may not: in developing markets, noisy environments, on feature phones, globally - virtually everywhere. Logistics and supply chain managers use mobile messaging to replace fax, phone, and email, accelerating processes and eliminating costly gaps in communication. Messaging allows you to reach people through devices and channels they know how to use, and use constantly.

Mobile messaging offers high-value opportunities in supply chain areas ranging from manufacturing and warehousing to transportation. It can improve efficiency and resiliency, reduce costs and risks, and even increase revenue by simplifying customer ordering. What's more, text messages are 100% trackable: you can have reliable digital documentation of everything you send or receive.



THIS SOLUTION BRIEF WILL HELP YOU IDENTIFY YOUR BEST POTENTIAL APPLICATION

Once you've read it, please contact us: our experts can advise and guide you through every step of planning, onboarding, carrier coordination, and successful message delivery. As the world's most experienced Tier One SMS aggregator and largest Application to Person (A2P) mobile messaging provider, we are trusted by more companies to carry mission-critical traffic than any other service. We stand ready to earn your trust, too.



MANUFACTURING

Mobile messaging makes it easier to send and receive timely updates about the availability of raw materials, commodities, and product components; and about equipment failures, downtime, service reminders, or automated warnings that key systems may be at risk. Mobile messaging can also help manufacturing organizations notify downstream customer-facing groups about short-term opportunities to increase production and create attractive sales promotions. More broadly, by replacing less efficient communication channels, manufacturing organizations can use mobile solutions to improve planning and scheduling, streamline process flows, tighten integration with other functions, and serve customers far more effectively.



WAREHOUSING

Mobile messaging can simplify a variety of collaborative functions associated with the warehouse, including scheduling changes associated with both inbound and outbound deliveries, generation of manifests and waybills for shipping, recruitment of temporary labor on short notice, management of absenteeism, flexible staff reassignment within or across facilities, and improved interactive response to queries about product availability. Supply chain managers have also identified a variety of inventory management applications for SMS, both within local warehouses and to streamline in-store logistics.



SHIPPING, TRANSPORTATION, AND FLEET MANAGEMENT

Transportation and shipping organizations worldwide rely on mobile messaging to improve performance, accelerate delivery, and delight customers. SMS makes it easy to keep drivers, dispatchers, and other transportation professionals updated in real time on changes to schedules, contact information, routes and travel advisories, vehicle locations, and more. Shippers and transportation companies often rely on mobile messaging to connect with entire fleets at once for critical communication, and to reach drivers in locations where voice or email communication is impractical. Some especially agile firms are even using SMS and MMS to advertise empty truck space that can be monetized with additional cargo at the last minute.



EMERGENCY NOTIFICATIONS

Logistics organizations and global supply chains must be prepared to respond to a wide range of emergencies: from natural disasters to epidemics to terrorism. In an emergency, your messages must be received and read right now. SMS solutions make that happen. SMS leverages the mobile phones your people rely on most, and always keep nearby. More than that, Mblox's enterprise-grade global network is built for exceptionally demanding performance requirements. Mblox can guarantee highly predictable delivery and is often used to deliver time sensitive alerts and support other life- or business-critical applications.



CUSTOMER COMMUNICATION AND DEMAND MANAGEMENT

Mobile messaging allows you to reach customers where they are, without restricting them to web or call center channels they may find inaccessible or frustrating. You can communicate quickly and interactively with customers about delivery schedules, tracking, confirmations, Proof of Delivery (POD), airway bills, delays and rescheduling, pickups, shipping costs, outstanding balances, repeat orders, and even last-minute promotions. These proactive communications build engagement and loyalty, while eliminating disappointments and misunderstandings.



REVERSE LOGISTICS

Today, effective return processes are increasingly recognized as crucial to profitability and customer satisfaction. SMS and MMS solutions improve many reverse logistics processes. They make it easier for customers to request and confirm returns or repairs; and give customers timely alerts about product pickup and receipt. Mobile messaging enables immediate and widespread delivery of high-value or high-risk product recalls due to safety or counterfeiting concerns. An example of this is a food product recall, where unacceptable levels of dangerous chemicals or bacteria are detected. Mobile messaging can be used to direct customers to resources for further information, the most simple implementation is an outbound message containing an URL to access a specific website. Another method is to use a StarStar number (abbreviated dialing code) in the call to action to enable a direct connection to a call center, an automated SMS-reply, or IVR system to provide complete details on the recall. Alternatively, engagement might be through two-way messaging for immediate communication of the recall process through a series of interactive SMS messages.

MBLOX PRODUCTS AND SERVICES FOR LOGISTICS AND THE SUPPLY CHAIN

Mblox offers a full spectrum of mobile messaging services to help you drive more value across all logistics and supply chain functions, streamline and simplify processes, and build stronger connections with customers and partners. At Mblox, we power the delivery of millions of messages every day, reaching users through 1000+ operators in over 200 countries and territories. Choose your optimal solutions from a full spectrum of offerings: from basic message delivery to enterprise-class SMS routing with strict service level agreements, use short and long codes to support complex two-way messaging conversations.



SMS MESSAGING

Depending on your needs and delivery locales, we offer a variety of messaging service levels with features including two-way messaging, secure SSL and VPN support, auto-retry queuing, long messages (160+ character), and much more. To simplify integration with your core business systems, we provide industry-standard XML/HTTP and SMPP interfaces.



MMS MESSAGING

Drive immediate action to engage your customers by sending dynamic, compelling messages. Go beyond simple text by combining it with the power of rich media, including images, audio, and video. Available through an industry-standard MM7 or a RESTful interface, MMS is supported by Tier 1 US carriers on the same approved short code¹



PUSH MESSAGING

Have an app? Optimize every interaction with your mobile app users, by consistently delivering personalized and valuable content. Our service supports rich and simple notifications, and captures interactions of your app's users; enabling real-time analytical insights to help you quickly respond and optimize customer interaction. Simply integrate our SDK into your Android or iOS app, and you can be running our cloud-based solution in days.



STARSTAR

An abbreviated memorable mobile number used as a call to action to deliver a unique and rich mobile engagement. Enabled across all major U.S. carriers, the StarStar platform empowers marketers to leverage media, mobile and marketing through a single platform, in order to create any offline-to-online brand experience they desire.

1 – Short codes must be provisioned and approved to run both SMS and MMS

ABOUT MBLOX

Mblox is the largest Application to Person (A2P) mobile messaging provider in the world, trusted by more companies to carry their mission-critical traffic than any other service.

w: www.mblox.com **e:** sales@mblox.com

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