



# Customer use case: Logistics company

## What were the challenges?

- A logistics company wanted a national mobile messaging solution able to send high volumes with no/ low rate of lost messages.
- They were looking for an SMS solution that can keep customers informed and up to date on the status of their deliveries in real time and address the issue of the high cost of undelivered packages.

## Outcome

- The platform was easy to integrate using application programming interfaces (APIs).
- The platform enabled immediate message delivery at scale, which allowed for the sending of time sensitive information on package deliveries direct to customers.
- Simple, fast, convenient and secure platform improves quality of customer service and satisfaction.

*Your parcel is scheduled for delivery tomorrow between 10-11am. To confirm please reply '1' or to reschedule reply '2'*

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For more information,  
get in touch at  
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[www.bt.com/smartmessaging](http://www.bt.com/smartmessaging)

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## Offices Worldwide

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