



BlueNote SMS Communicator

Keep your customers up to date..

SMS is today considered a natural way of communicating.

The Danish ferry company Mols-Linien uses SMS to optimize their customer service.



Mols-Linien use BlueSeries in conjunction with their booking system CBooking. BlueNote Communicator is on request sending reservation confirmations and notifications of changes in departures.

Within the past two years Mols-Linien have sent 425.000 service messages as SMS to their customers.

BlueNote SMS Communicator is fully integrated to the CRM systems at Mols-Liniens .

Mols-Linien use SMS to provide additional service on three levels:

- Booking Service
- Quick Service
- Traffic Service

Booking Service

With Booking Service the customers have access to book tickets for a specific departure. Bookings can be made either via telephone or via the Internet.

During the booking process, the customer is urged to give his mobile telephone number. The aim is to keep the customer updated at all times. Mols-Linien will notify the customer via SMS, if there is any changes in the schedule, that concern the booked departure.

Quick Service

Quick Service is a phone based booking system based on voice response. The system is activated by speech and is very practical for those customers who need to book their ticket while driving a car.

Quick Service offers the opportunity to have the booking number send to a mobile phone, for easy access.

Traffic Service

All of Mols-Liniens regular customers are offered to join Mols-Liniens Traffic Service. Traffic Service is it a free service that will notify the customers, by email or SMS, if there are any changes relating to:

- Delayed Departures
- New Timetables
- Relevant Traffic Information
- Extra Departures

When a traffic change is added to the database, BlueNote Communicator will automatically start to send SMS messages to all customers in the database, who have opted to join the Traffic Service program.

The BlueNote configuration

BlueNote is fully integrated with the Mols-Liniens CRM systems. That ensures in conjunction with the "Large Scale Account" integration that the shipment of the numerous SMS messages is forwarded to just the right person.

Large Scale Account

The Large scale Account module is a TCP/IP gateway that support bulk SMS (10.000 to 6.000.000 SMS per month) and high performance (40 SMS per second).

Integration to Notes and the API set ensures a seamless integration to the three customer services offered by Mols-Linien.

BlueNote Communicator

The IBM i™ (AS/400) can send and receive SMS using the BlueNote Communicator.

BlueNote Communicator is easily integrated with other applications on IBM i™. This applies for both inbound and outbound SMS.

