



BlueSeries SMS Keeps the customers up to date..

Today most Companies see
SMS as a natural way of
Communicating.

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



Mols-Linien use BlueSeries SMS in conjunction with their booking system CBooking. BlueSeries SMS is 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.

BlueSeries SMS is fully integrated to the Mols-Liniens CRM systems.

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 change is added to the database, BlueSeries SMS automatically sends messages to all customers in the database, who have opted to join the Traffic Service program.

The BlueSeries configuration

BlueSeries is fully integrated with the Mols-Liniens CRM systems. It is the BlueSeries module "SMS Communicator" that, in conjunction with the "Large Scale Account" module, handles the shipment of the numerous SMS messages.

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

SMS Communicator

The IBM iSeries and AS/400 can send and receive SMS using the BlueSeries SMS Communicator.

BlueSeries SMS Communicator is easily integrated with other iSeries applications. This applies for both inbound and outbound SMS.

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).

