redcoal InteraktSMS – Service Description

Technical Support: support@redcoal.com
Or visit http://www.redcoal.com/

Overview:

With redcoal InteraktSMS, we provide you with a mobile phone number that you can promote to your customers and employees. You can choose a standard mobile phone number or a so-called 'Premium number'. With a premium number, the user is charged anything between 55 cents and $5.00 for sending the message. Part of this money is then refunded back to you.

redcoal has developed a range of pre-built modules for various different scenarios the Premium SMS can be used with. Please tell us about your unique interactive SMS or MMS service requirement and we are confident that we can provide you with an easy to use and cost effective solution. redcoal Pty Ltd will take care of technology from A to Z, while you collect the revenue.

Getting Started:

Perhaps the most rewarding thing about redcoal's InteraktSMS portfolio is its ease of use. To get started, check out the different services and applications we offer, and then simply contact us at info@redcoal.com. We will get back to you as soon as we possibly can.

Flash demonstrations of our latest InteraktSMS product offerings can be viewed at http://www.redcoal.com/redcoalDownload/redcoal_interakt_demo.html, more documents can be downloaded from http://www.redcoal.com/download.aspx

Step 1 Choose a Mobile Phone Number Type

(a) Standard Mobile Phone Number:

Have your own dedicated non-premium number for 2-way SMS interaction. Provide a unique, easy to remember number such as 042A NUM BER (0422 686 237). There is no revenue sharing for Standard InteraktSMS.
Standard InteraktSMS is typically used for field data entry, order entry or customer feedback applications.

(b) Premium Short Code:

Have your own dedicated premium short code, providing you with the ability to run numerous campaigns simultaneously. The revenue generated from the messages sent to your service is forward to you minus the transaction charges.

Step 2 Choose an Application

(a) Basic InteraktSMS

We provide you with a mobile phone number. Be it a premium short code, where you can generate revenue, or a standard mobile phone number. You do with the number whatever you need to do, but we make sure that all messages that are sent to your number are forwarded to you. We can forward these messages either via email or using the HTTP protocol. HTTP forwarding allows you to build applications that automatically enter newly received SMS messages into your own database hosted at your premises. For technical information on how to build SMS or MMS applications using Basic InteraktSMS check out our *InteraktSMS_Technical_Guide.pdf* from http://www.redcoal.com/download.aspx
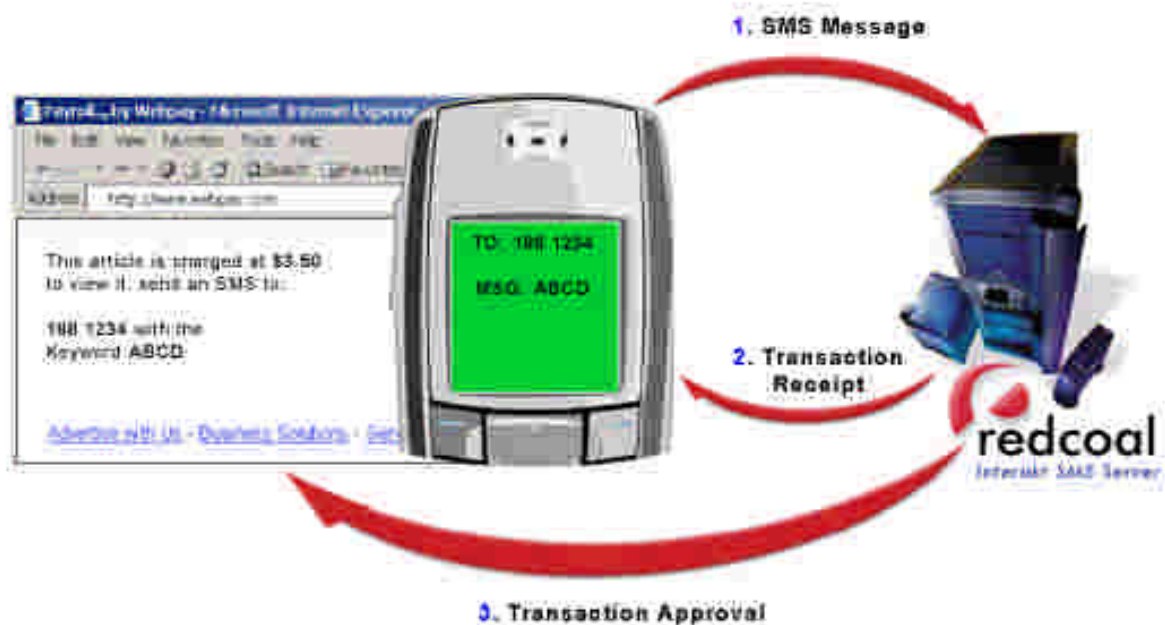
(b) InteraktSMS - Mobile Content

People like to purchase ring tones, picture messages and other mobile content. You will be surprised how easy it can be to set up such a service, if you make use of the redcoal InteraktSMS mobile content platform. InteraktSMS Mobile Content can be set up to provide content from our huge mobile content database, or you can have users download from you or a 3rd party's mobile content store.

(c) InteraktSMS – WebPay

In case you run a web site where you need to charge users small transaction fees, then we have just the solution for you. We provide you with a little software component that you can easily install on your web site. Wherever you need to charge the user, you

prompt them to send an SMS to a certain number. Once the message arrives at our gateway your web site will know it, so it can approve the transaction. Please contact us on info@redcoal.com for more information.

(d) InteraktSMS – Competitions

There is no better way to promote your product and create a marketing database at the same time than a good SMS competition. Advertise a mobile phone number on the website, on a product label, billboards, TV, wherever... We will collect all the entries for you and provide them to you in whatever format is suitable for your purposes. We support a range of competition logics: You can pick winners manually or you can have 1 in 10 win. Winners can be sent a unique coupon from a list. Contact us at info@redcoal.com to find out how easy and cost efficient it is to set up a SMS competition with redcoal.

(e) InteraktSMS – Custom Built Applications

If you can't find what you need from above, please contact us anyway at info@redcoal.com. redcoal Pty Ltd, are in the business of developing software services, and we are good at what we do. Just ask one of our sales staff for a list of the many big companies that use us on a regular basis.

Further Product Information

Business customers can obtain InteraktSMS product information from a redcoal account executive – please send an email with your details to info@redcoal.com and we will be in touch to discuss your requirements.

About redcoal

Further information on redcoal including company profile, services and contact details can be found at http://www.redcoal.com