



directSMS: Customer Case Study

## Fuji Xerox Australia

### System Integrated Interactive SMS – Cross Media Campaign using the reach of SMS to interact with their customers

#### Company Profile

Fuji Xerox has a worldwide reputation for providing cutting edge technology in the area of digital colour and monochrome multifunction devices. Fuji Xerox also offers various types of document handling software that work in conjunction with their multifunction devices to provide limitless printing options.

XMPie (a unit fully owned by Xerox Corporation) is the leading solutions provider for cross-media dynamic publishing (available in Australia through Fuji Xerox). XMPie's software enables enterprises and their marketing service providers to efficiently develop and execute highly customised, information driven, cross-media campaigns.

#### Business Scenario

Understanding that involving customer interaction in the marketing process means a more effective marketing campaign, Fuji Xerox decided to use SMS as a medium to capture customer responses. This enabled customers to respond to the call-to-action by replying to an SMS message and Fuji Xerox could then immediately follow-up on responses.

To meet their needs, Fuji Xerox needed a SMS provider that can provide interactive SMS and can integrate seamlessly into their software.

#### Business Solution

directSMS was able to provide Fuji Xerox interactive SMS – being able to support an ongoing conversation between the business and customer using our two-way SMS. Software integration was achieved using directSMS' API suite. The API suite provides a user friendly toolset that any software developer can integrate their software application to directSMS' SMS gateway (SMSC).

*“directSMS' customer service team have provided a high level of service and have been very responsive with all our support queries”*

Eliot Harper

Production Workflow Marketing Manager  
Fuji Xerox Australia Pty Ltd

#### Organisation

THE DOCUMENT COMPANY  
**FUJI XEROX**

#### Website

[www.fujixerox.com.au](http://www.fujixerox.com.au)

#### Industry

- Document management hardware, software, consumables and support services
- XMPie – Solutions provider for cross-media dynamic publishing



## directSMS: Customer Case Study

This gave Fuji Xerox the ability to have seamless SMS interactive communication between the marketing business and its customers. To complement this, directSMS also offer a number of reporting and other SMS tools to make tracking of customers easier.

## Benefits of Using SMS

### BETTER YIELD WITH INTERACTIVE MARKETING →

The best approach to successful marketing is to get your customers involved in the process. By using interactive (two-way) SMS this was made possible.

**FAR MORE COST EFFECTIVE THAN TRADITIONAL MARKETING →** In comparison to print-based marketing and postage costs, SMS provides a far more cost effective and less labour intensive solution. This means you can spend less time working on your marketing and more on other things.

**THE SPEED OF SMS MEANS REAL-TIME INTERACTION →** If you looked at the time to delivery of traditional marketing means (eg. print media), you wouldn't be able to have an interactive response in a timely manner. With the real-time nature of SMS, not only are you able to get in touch with your customer in real-time, but you are also doing so in a non-evasive way and using a medium that has the highest response rate in comparison to any other marketing medium.