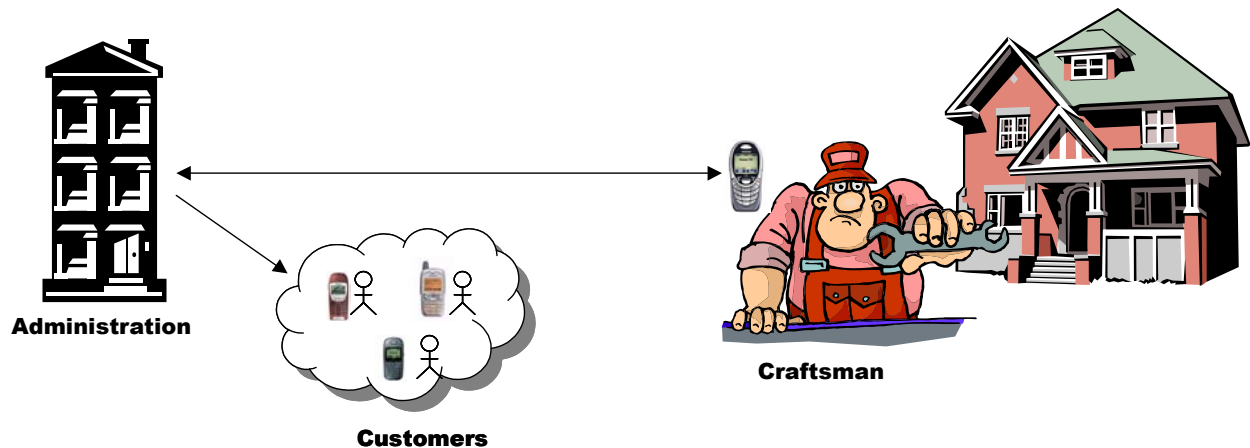


Concept type
Corporate SMS

Business Sector
Craftman's business

Date
June 2003

Wireless opportunities for craftsman's business



Services for the customers

In general the customers have a great need for information. Often, the scheduled time is changed, and the customers get frustrated when the craftsman doesn't show up. SMS can be the perfect information channel.

Examples of information:

- If the craftsman is delayed, he sends an SMS to notify the administration. The administration sends an SMS to the next customers on the list about the delay. This routine can be automated if the craftsman use a standardized message syntax.
- The day before the appointment with craftsman, the customer get a reminder.
- After the job is done, the craftsman business might send an SMS to ensure that the customer is satisfied.

Services for the administration

- The administration could use SMS to get extra personnel in periods where there is too much work for the regular staff to handle. The SMS routine can replace the existing "calling list". The first that gives a positive respond, get the job.
- The administration could use SMS to send messages to the craftsmen, e.g. reminders, "Merry Christmas", meeting summons etc.

Services for the craftsman

- The craftsman can report worked hours with SMS
- He can give a short status after each job. Then the system have logged the time.
- He can use SMS to check if a component is out of stock or not