

Transactional mobile messaging

Version 2

Transactional messages focus on sending actioned or automated, non-marketing communications.



Schedule reply

🕒 Now ▾

📅 Today ▾

```
1 {
2   "cost": 1.0,
3   "remainingBalance": 91.0,
4   "eventId": 2235442184,
5   "sample": "We have news! 🎉 We have just collected
              your order #1234 from CompanyX.
              We will send an update shortly",
6   "costBreakdown": [{
7     "quantity": 1,
8     "cost": 1.0,
9     "network": "Local"
10  }]
11 }
```

Today 07:52

We have news! 🎉 We have just collected your order #1234 from CompanyX. We will send an update shortly.

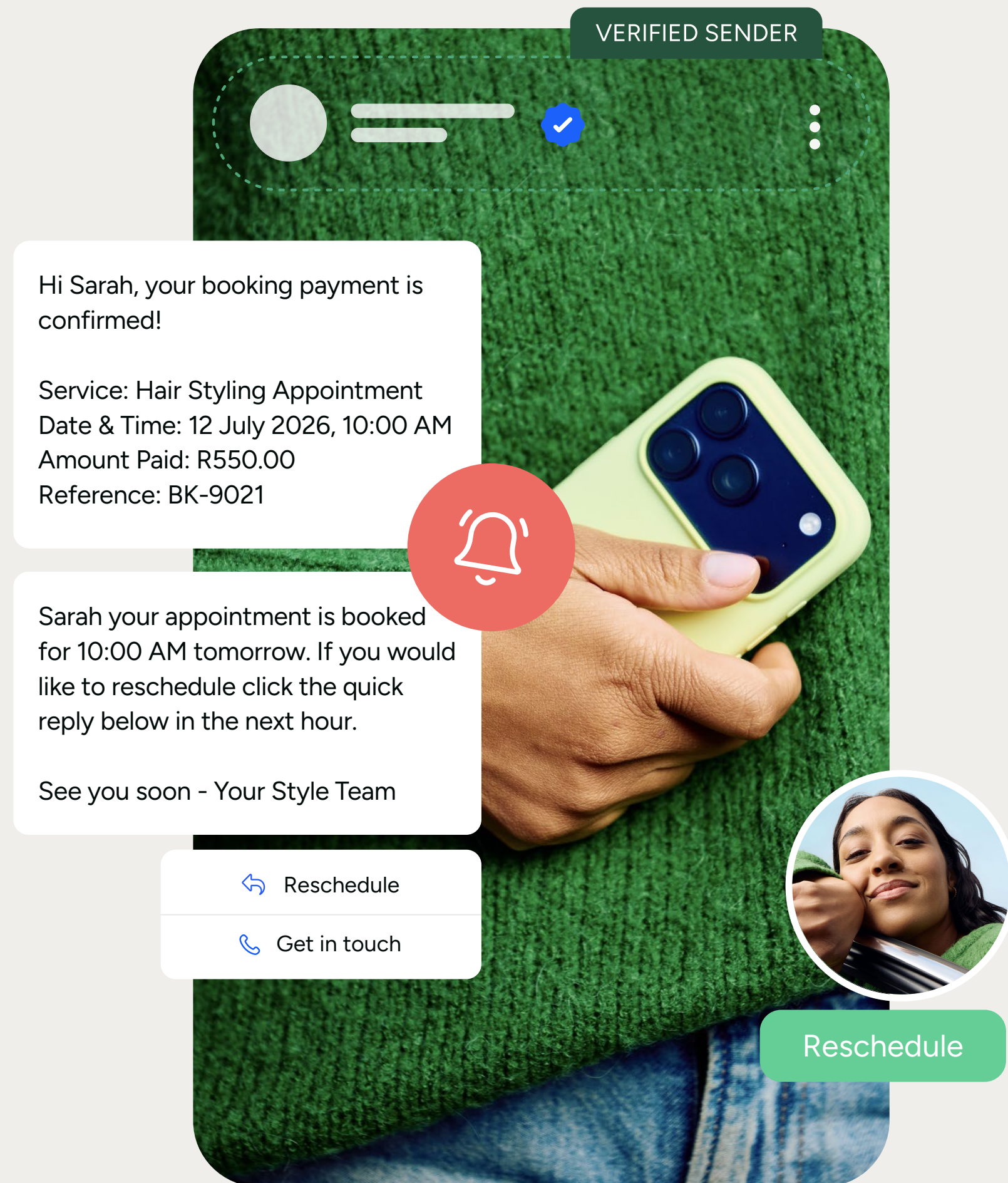


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Introduction

Transactional messaging represents a specific category, that focuses on sending actioned or automated, non-marketing communications to customers.



These messages typically include:

-  Order confirmations
-  Shipping notifications
-  Appointment reminders
-  Security alerts (2FA & OTP messages)

Primarily these messages are sent via APIs (Application Programming Interfaces), which facilitate the automatic sending of messages from a business's software systems to a customer's mobile device.

[View our API Docs](#)

Core principles of Transactional mobile messaging



Timeliness and Relevance

Transactional messages should be sent in real-time and be highly relevant to the recipient.



Security and Privacy

Always ensure sensitive customer information is handled with the highest security and privacy measures.



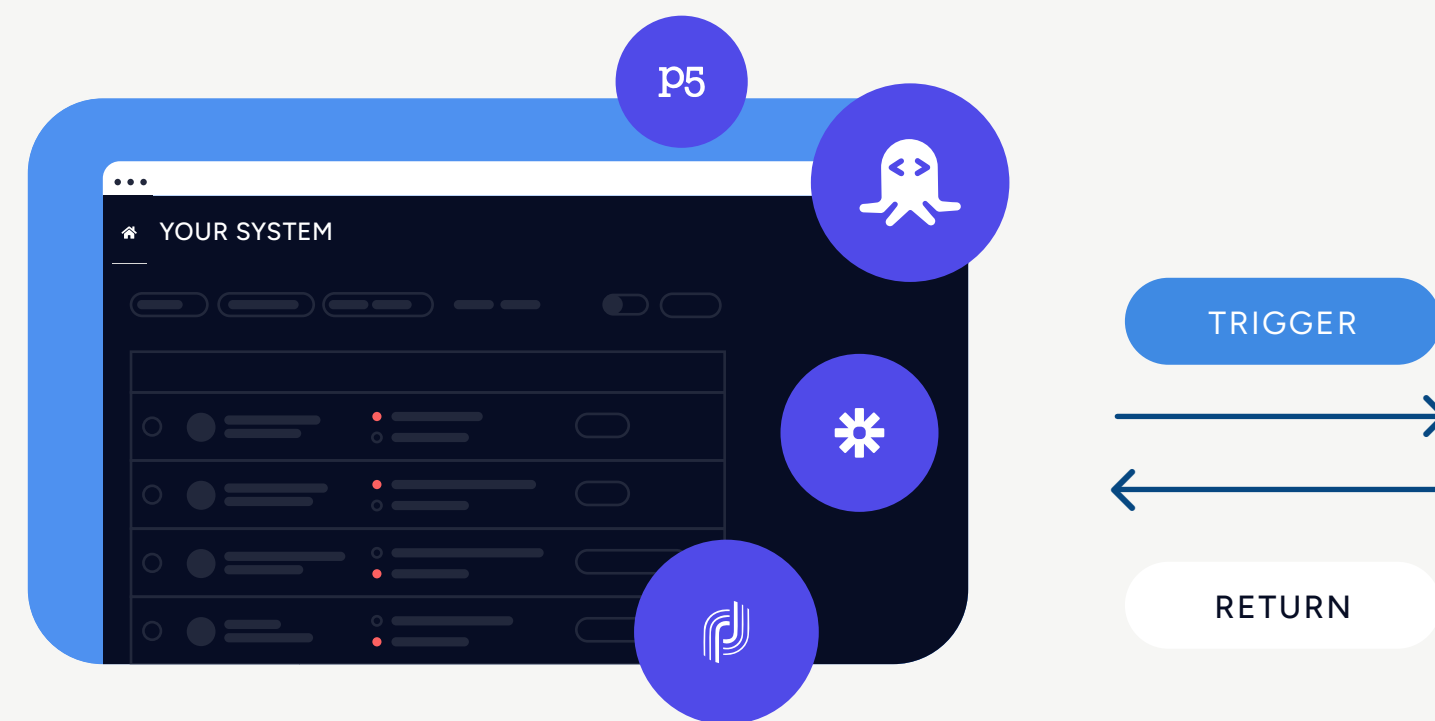
Compliance

Adhering to legal and regulatory requirements, such as GDPR in Europe and POPIA in South Africa.

API Integration

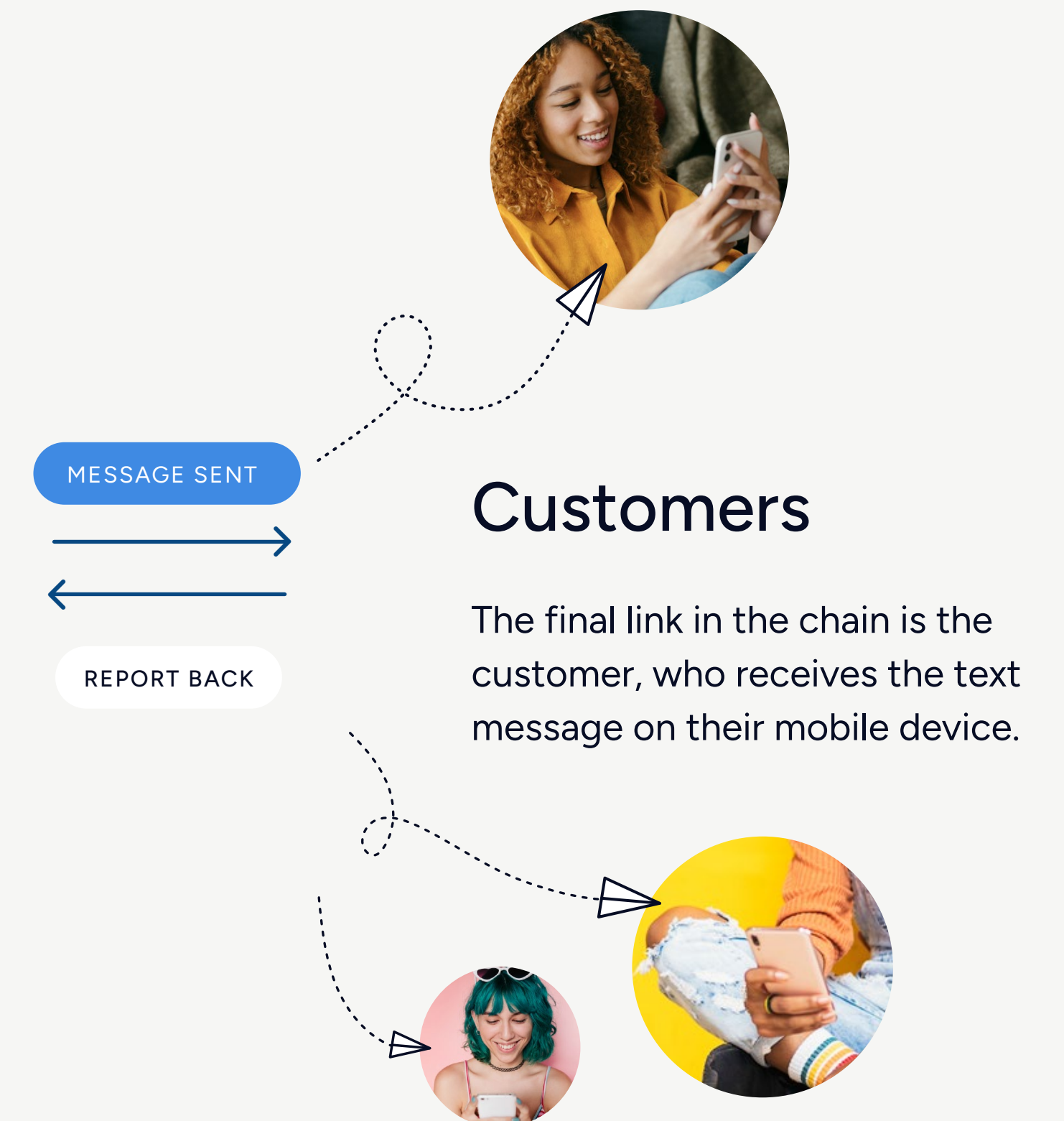
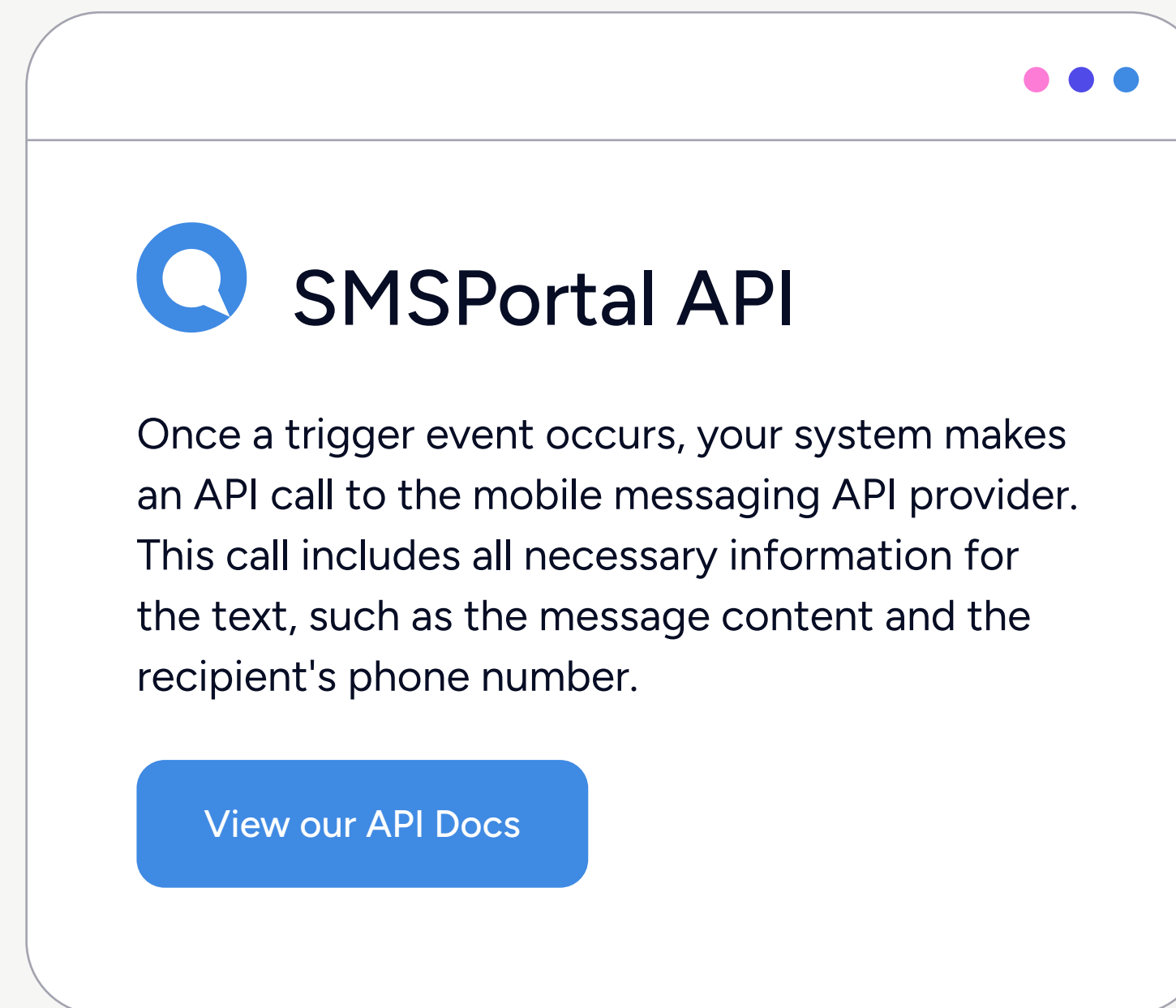
By integrating a mobile messaging API into your system, you can automate the process of sending real-time messages directly from your application to your customers.

Integration flow



Your System

Your internal system or any third-party software you use operates as the initiator of text communications. It's configured to detect specific events or conditions that trigger the need for sending a mobile message.



Customers

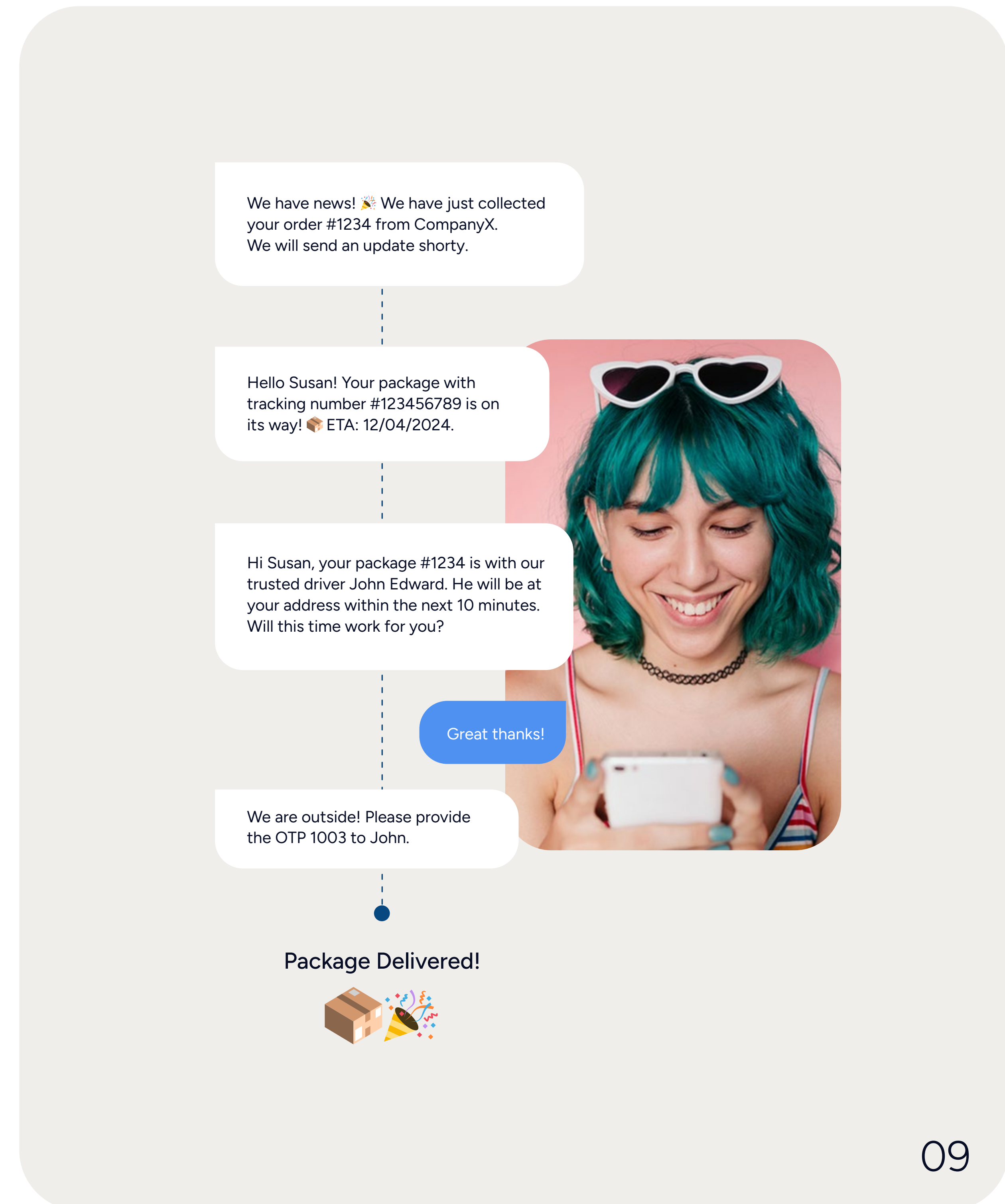
The final link in the chain is the customer, who receives the text message on their mobile device.

Use cases

Improving customer service with Transactional messaging

Scenario: A leading courier service implemented transactional WhatsApp messaging notifications to provide customers with real-time updates on their order status, from collection to delivery.

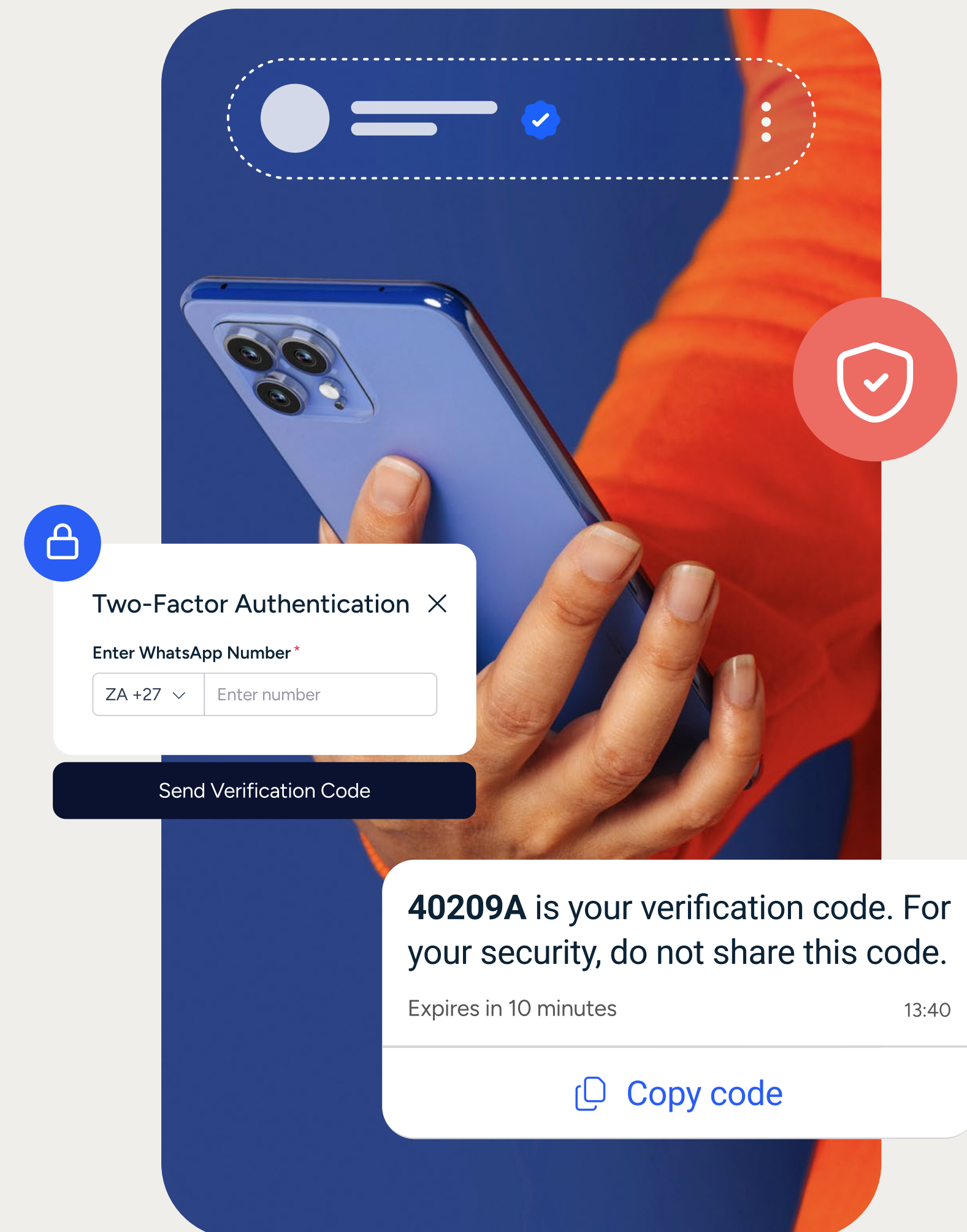
Results: The courier brand saw a reduction of over 40% in customer service inquiries, as customers no longer felt the need to reach out to support for updates.



Enhancing user security with 2FA

Scenario: A well known financial services company introduced WhatsApp-based two-factor authentication (2FA) for all customer transactions. This measure was implemented to add an additional layer of security.

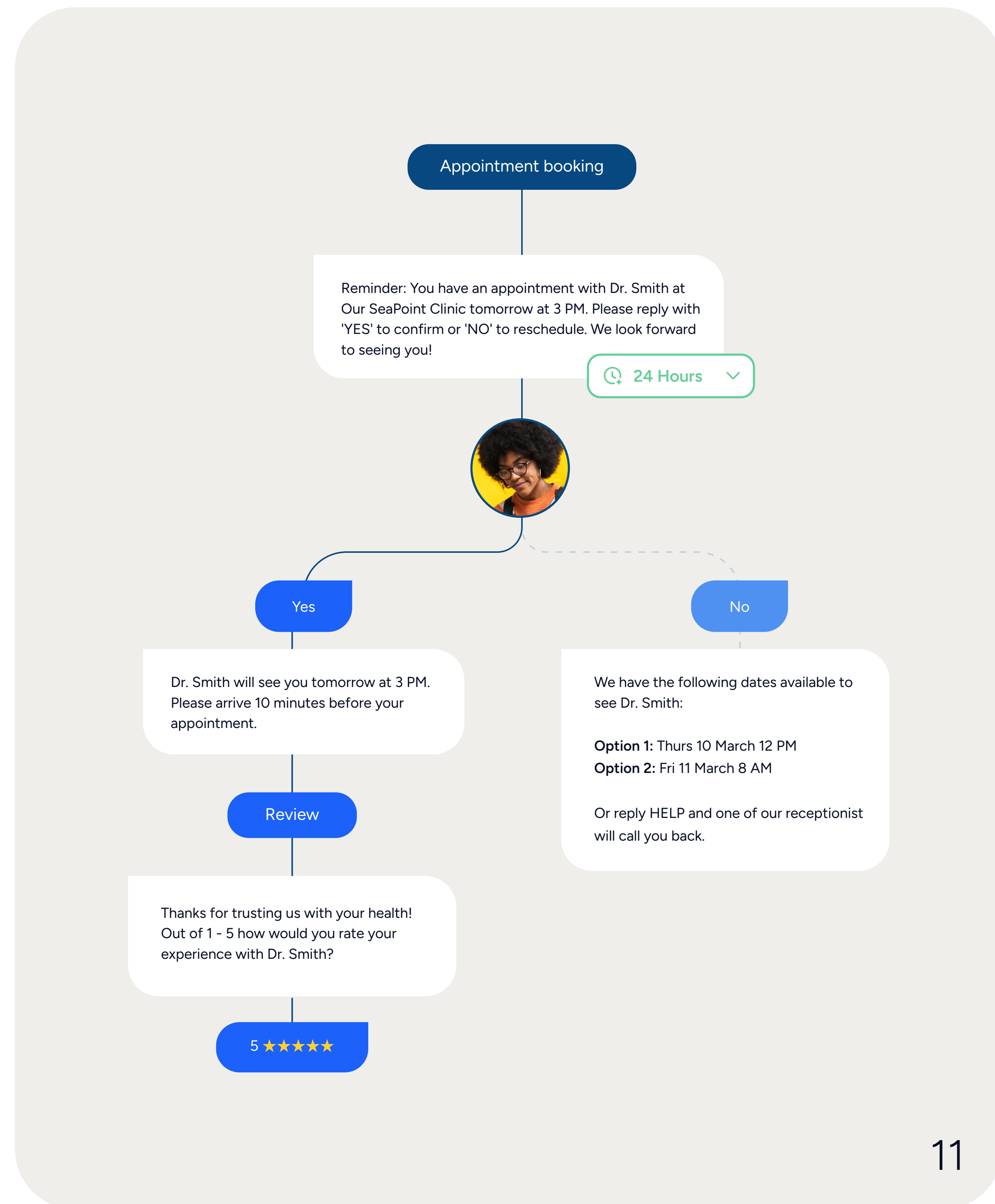
Results: The introduction of 2FA via WhatsApp significantly reduced fraudulent activities on their platform. Customers felt more secure conducting transactions, knowing that any transaction attempt would require verification through a code sent to their mobile device, which only they had access to.



Optimizing appointment scheduling for healthcare

Scenario: A network of Healthcare clinics integrated SMS to reduce no-show rates for appointments, by sending automated reminders 24 hours before scheduled appointments.

Results: The clinic networks observed a 30% decrease in missed appointments. This improvement not only optimized the clinics' scheduling, but also ensured that patients received timely reminders.



Start your integration

See our latest API docs to get your integration set up.

[View API docs](#)

Book a demo:

Contact our support team to book a free live demo.

[Book here](#)

Email us:

Tell us how we can help.

help@smsportal.com