

Press release
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Digium and BookIT team up to enhance customer surveys with Intelligent SMS

BookIT Ltd, a provider of Intelligent SMS solutions and services, and Digium Ltd, a provider of advanced research solutions and services, team up to provide new world leading research capabilities that reach also people on the move.

Digium and BookIT launched the new solution today in Kuala Lumpur, Malaysia at Nokia's NNFUG customer seminar.

Digium can now provide its customers efficient research solutions enhanced with Intelligent SMS.

- We have been amazed by the positive customer feedback this Intelligent SMS application has received. Intelligent SMS allows immediate responses from thousands of customers with the stroke of a single key. Intelligent SMS response rates have been up to 88 %, which is exceptional compared to the 10-20 % response rates in traditional telephone and internet polls.

-We were also surprised that 44 % of the customers responded within the first 10 minutes, says Niclas Reijonen, CEO of Digium Ltd.

The immediate and effective response from the end-users has brought entirely new possibilities for customer surveys and customer data collection.

- We are pleased to partner with Digium Ltd, since they are a forerunner in introducing new technology for interacting with large masses of customers. The Digium solution demonstrates the effectiveness of intelligent SMS in a user-friendly manner, says the inventor of intelligent SMS Jukka Salonen, CEO of BookIT.

BookIT and Digium offer their customer satisfaction survey to telecom operators, car industry, and airline companies as well as several other industries.

More information:

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