

Breakerlink Case Study

Used car parts location specialists make full use of SMS technology to increase sales.

Breakerlink is a used car parts location service. The company was established in 2002, but actually has over 40-years of experience in locating car parts for customers. Breakerlink is connected to hundreds of breakers' yards across the UK.

Customers visiting their website enter a request online, or via telephone, for the vehicle parts they may require. This request is then broadcast live on the screens to the Breakerlink members. The individual member breakers then check their stock and contact the enquiring customer directly with a quote including VAT and delivery. This contact would generally be via phone or email.

Shortcode Text Service Deployed

Justin Smith is a Director at Breakerlink, "To provide further help to our customers who may be on the road, or away from their office phones or computers for any length of time, we operate a shared shortcode text service."

He added "If a customer would like to receive a quote for a required spare part or parts, this can be facilitated immediately via text message direct from our website - they simply text into our shared shortcode and keyword. Our system then sends the customers the individual quotes for their requested part by text message direct to their mobile phone."

Quotes When You Are On The Move

Justin went on to say, "The aim of this text service, provided by SMS communications specialists TextAnywhere, is for our customers to be able to receive their quotes when they are out and about, so they don't have to be available to answer a phone call or reply to an email." Explaining the significance of this method, Justin continued "As most requests for used parts are placed during office hours when people are on a short work break, we understand that customers can't always answer their phones or access personal emails when they are at work. This service is also beneficial for us as it creates an additional revenue stream."

Best Quotes

Justin revealed, “By using the return texting service the customer can then take as much time as they need to review the individual quotes for the parts they need, and then decide at leisure which is best to go with. They also receive full contact details of the breaker with the offer and can contact the chosen breaker when they are ready to order and pay for their parts.”

Simple and Effective

Justin continued, “Our customers like to receive their quotes straight to their mobile phones as they are so quick and simple. And whilst not every customer opts to receive a text message, we regularly receive a healthy return from the number of customers texting in to our shortcode on a daily basis.”

Best Deal Around

Justin summarised, “The TextAnywhere service is very simple to use as well as being highly cost-effective. Like most business people, I was looking for the best deal available, along with sound technical support. I can safely say that TextAnywhere had the best deal anywhere. In addition they have proven to be very helpful in getting the system set up for our business. I would certainly recommend the company as a very useful provider of good value customer communication services via SMS.”

Spares Online

If you are looking for spare parts for any vehicle, then a visit to www.breakerlink.com will undoubtedly save you a great deal of time and help you get your pride and joy back on the road again.

Secure Company

Since 2002, TextAnywhere has offered a range of text services that focus on reliability, ease of use, security and good value, backed by quality support from a financially secure, profitable organisation.

Range of Services

TextAnywhere provides commercial and public sector organisations with text messaging services that enable the sending and receiving of SMS messages from individual desktops or handheld devices, through online and email applications. These can be through a simple pre-paid model or monthly account terms.

The company also offers a Developer Toolkit for clients to integrate texting in to their own applications, as well as a White Label service for partners who wish to offer TextAnywhere’s services as their own, branded text messaging services.

If you would like to find out more about how TextAnywhere can help your business communications, please visit our website www.textanywhere.net or call the sales team on 08451 221 302, or email us on: welcome@textanywhere.net.

