



### *Improved Customer Service through Software Activation via SMS*

Code Factory is the global leader committed to the development of products designed to eliminate barriers to the accessibility of mobile technology for the blind and visually impaired. Code Factory currently offer screen readers, screen magnifiers, and Braille interfaces for the widest range of mainstream mobile devices including Symbian-based and Windows Mobile-powered Smartphones as well as Pocket PC phones and PDAs. Its product line is the only one to support phones working on the GSM, CDMA and WCDMA networks. Code Factory's success lies in giving excellent customer support and in responding immediately to the needs of its end users.

Code Factory wished to allow users to activate the software on their phones wirelessly and easily by means of a 2-way SMS communication. As such the company approached HSL based on HSL's technically advanced and highly reliable SMS delivery infrastructure which offers coverage to more than 430 networks worldwide. Once installed on the mobile phone, Code Factory's software can be easily licensed by the user sending an SMS to which the user will receive a reply SMS containing the appropriate activation key. The reply is returned to the user directly from Code Factory's application. As a result of using HSL's 2-way SMS solution, the company now offers a seamless process to users. By handling all the licensing of their application directly through SMS, the user no longer has to wait for the dealers to perform the activation of Code Factory's software, thus automating the process and consequently providing a service which is available to users 24x7.

The decision to use HSL was additionally based on Code Factory's requirement for a high level of support with direct contact to Technical Support staff in case of any issues, queries or if they were to have a special

request. Since becoming a client in 2007, Eduard Sánchez Palazón, CEO of Code Factory, has noted that they also appreciate the regular network coverage updates which HSL provide to them and believe HSL offer an outstanding quality of service.

The growth of SMS has become increasingly popular in recent times based on its suitability for communicating with a wide audience quickly, discreetly and in a cost effective manner. With today's current economic global situation a number of corporate enterprises are exploring the potential of SMS as a corporate communication tool allowing them to enhance customer service in a reliable and cost efficient way.