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THE MOBILE ENTERPRISE

Monthly Newsletter

February 2010

V - Study of the month

Fortis Healthcare Limited is a leading healthcare consultant in India with a vision of "creating a world-class integrated healthcare delivery system, entailing the finest medical skills combined with compassionate patient care". It is one of the leading chain of Hospitals in country which are benchmarked to International standards - achieving quality through the relentless adherence to the protocols observed in some of the world's leading hospitals.

The Fortis Healthcare circle of caring is fast expanding, spreading the name of Fortis Healthcare, India. Reaching out to distant communities, welcoming patients from beyond India's shores. In its continuous effort to be the number one in healthcare consultancy, Fortis has expanded its wings into foreign shores with an aim to provide quality and affordable healthcare starting its journey from Mauritius.

Business Scenario

Fortis owns a network of super specialty hospitals which concentrates on one or more specialties. These hospitals are further interconnected to its widespread network of multispecialty hospitals. The Fortis healthcare circle of care is expanding and spreading its services in the fields of Health Care, Tele-Medicine, Education and Research.

Business Need

Fortis desired to keep the patients and doctors informed about their appointments and occupancy in the hospital. For the same requirement, Fortis required an automated system to ameliorate existing communication process of Fortis with its patients and doctors.

[Read Full Case Study...](#)

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V - Facts

Mobile Marketing – Communicate in your own way.

Mobile phones are now considered as an important communication medium. They are no longer an item meant for luxury. It is due to the invention of mobile phones that one can keep touch with his/her near and dear ones and also keep professional contacts irrespective of the distance. Keeping in mind large number of mobile phone consumers and mobile phones wide accessibility, the advertising manager have found out that mobile marketing is the best method to promote a service or product.

Mobile marketing can be done through various ways--Calls, SMS and Bluetooth. Calling the customer each and every time for promoting a brand is not quite a good idea. Although it is true that advertisers get to get in contact with the customers directly by calling but there may come many times when repeated calls may make the customer get irritated. The outcome as a result may turn out to be a negative one. Moreover, the customer might not be in a position to receive calls and thereby get to know about the schemes offered by different companies.

So, it is always best to make use of SMS (Short Message Service). Advertisers can promote their brand by messaging the promotional schemes via SMS. They can let know the customers about their scheme in this way without putting much effort. By this way too you business owners will get to contact their clients directly. It might happen that after receiving the message the mobile consumer might not be in a position to read the message then and there. In such instances, the message remains stored in the inbox of the mobile phone, which he/she can read later on. If the customer likes the promotional offer he/she may further contact the company offering the scheme.

SMS is a popular form of mobile marketing. If the brand managers have a well-planned strategy of mobile marketing, then it is for sure that the venture will undoubtedly be a successful one. Indiscriminate messaging has never helped any brand to promote their goods.

Bluetooth marketing is a well-known form of mobile marketing. You may have experienced mobile marketing through Bluetooth many times. When marketing any product or service via Bluetooth, you will be asked to switch on your Bluetooth device on the cell phone. The very moment you switch on the device, the transmitter seeks the permission for exchanging the data of any specific company with you. They send data in message form that is subjected to permission.

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Industry News

Subject: Pre-consultation paper on "IMT-Advanced (4G) Mobile wireless broadband services".

Telecom Regulatory Authority of India (TRAI) is contemplating to come up with a consultation paper on IMT-Advanced (4G) Mobile wireless broadband services.

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ValueFirst in the news



ValueFirst partners with Magic Media World as Mobility Solution Partner

ValueFirst with its new Strategic Collaboration initiative, ties up with Magic Media World for its magazine named Ravishing.....

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The Mobile Enterprise

A Comprehensive Resource on Enterprise mobility solutions

The Mobile Enterprise, a monthly newsletter from ValueFirst, is aimed at providing information that businesses need, to keep themselves up-to-date with trends and developments in technology around the enterprise mobile messaging and mobile marketing spheres.

Readers can download case studies and whitepapers from www.vfirst.com/sms-case-study.php

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