



Unilever

Customer Success Story

Unilever sells food and home care products worldwide with a turnover exceeding \$54 billion. Employing 265,000 people at 103 sites all certified to the International Environmental Management Standard ISO 14001.

"We needed a rapid and dependable way of communicating with our staff who are increasingly remote and mobile. Delays in this basic communication were adding significant costs to our business and reducing service levels."

Following the no cost trial Unilever purchased 3 months anticipated message use. Unilever monitored their initial use and further departments were introduced to 2sms. Unilever purchased increased volumes over time, taking advantage of quantity savings

"Unilever has used the 2sms offering for 3 years and the service has been extremely reliable. We have employed the SMS service on 5 of our intranet sites connected to our Active Directory. We used the XML services (<http://schema.2sms.com>) to integrate text messaging into our employee portal. This allows users to easily send messages across Europe whilst on the move. Currently its greatest use is for confirming travel arrangements and last minute meeting changes. At this sort of cost we expect our usage to grow over the next year. The feedback from users has been extremely favourable."

2sms services used :

- 2sms web site, branded for internal Unilever use
- 2sms XML services <http://schema.2sms.com>
- 2sms Developers toolkit <http://www.2sms.com/software.aspx>
- 2sms developers forum <http://www.2sms.com/forum/>
- 2sms customer training
- 2sms Technical support team

