

# LUCA

# Business Messaging

## The most effective channel for reaching the client

The messages that reach our mobiles cannot be ignored. With 193,000 SMS messages sent globally each second, text messages, or SMS, are the most used mobile communication method. For this reason, we cannot ignore what has become the most effective communication method, with an opening rate in excess of 90% during the first minute after its reception.



### Why Telefónica?

Telefónica is one of the largest telecommunications companies with a significant presence in 21 countries and a customer base that amounts to more than 341 million accesses around the world.

We offer best-in-class mobile, fixed and broadband networks, and an innovative portfolio of digital solutions.

*Telefónica* DATA UNIT

# LUCA

## Business Messaging

### Key benefits for your business

- **Save costs and time:** sending SMS messages is fast and simple, including when internet access is unavailable. Costs are also low when sending bulk messages.
- **High efficiency of messages:** unlike e-mails or traditional letters, messages using SMS have a high level of engagement among their recipients.
- **Instant and confirmed sending:** text messages are instant and come with a delivery confirmation system that assures our clients that the message has been received.

### Who is it aimed at?

- This is a purely B2B2C product primarily focused on brands and aggregators. Although it can also be sold through resellers.

### Key benefits of this channel

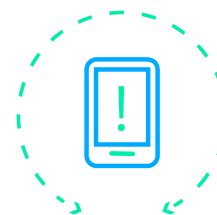
- **Mobile reception:** SMS messages are sent to the mobile device wherever they may be, without needing internet connection or a computer. Furthermore, the mobile notifies the user when the message is received, minimizing the time that passes between sending the message and when it catches the attention of the recipient.
- **Ability to query:** once they have read the message, the recipient can go back to it and find out concrete information that is included in the message (reference number, address, phone number, ...). It also improves the relationship between client and business, since it is the only direct communication tool using a mobile phone.



Instant sending and confirmation



Mobile reception anywhere, anytime



High efficiency

### Get in touch

To find out more about LUCA Business Messaging speak to your LUCA account manager.