

## PRESS RELEASE

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### Relaunch of the sms77 webapp: Customer-optimized design and new features to send business SMS

*April 17th, Kiel. In the field of business communication via mobile messaging, the SMS Gateway provider sms77.io focus a clear design and improved functions to send and receive SMS. From now on, customers can look forward to more extensive support, starting with Live chat, practice-oriented blog posts and an integrated helpdesk, which offers advice and answers all around SMS products.*

With the current Makeover of its webapp the gateway provider sms77.io shows itself from a completely new side. Business and major customers are becoming more into focus, new tools are designed for high throughput rates and fast transmission and, last but not least, the interface has been given a modern structure that speaks plain text.

In this way, sms77 wants to provide its customers with more transparency, but also, in particular, increase the flexibility of the application through clear setting options for all features. So, each user has numerous options to activate inbound numbers, validate mobile phone numbers and manage bulk SMS within his personal account. On the one hand, clarity and usability are better structured in order to reach certain menu items more easily or quickly. On the other hand, some details have been further developed so that a more individual processing of the own data and settings is possible.

Newly integrated are, for example, templates that can be saved and called up as required, as well as placeholders that simplify the configuration of bulk SMS by automatically reading out and inserting birthdays, salutations and the like from the personal contact information.

Emojis and labels also support a higher quality conversion.

In the technical area, an SMPP interface has been set up which, thanks to its very fast throughput rates, can transfer large amounts of data. In addition, the collected data can be evaluated and reconstructed directly by the customer - both via journal, account statement as well as delivery statistics. All services can be used intuitively, without the need for costly integrations or prior knowledge on the part of the customer.

Especially for business applications, which require a high availability of recipients as well as a the reliable handling of safety-critical data, the use of such SMS services have long since become an essential component of a modern communication structure. Professional solutions, among other things for two-factor authentication, alerting and monitoring as well as for other areas of application in IT, EDP and finance, marketing and customer experience are just a few of the countless scenarios that can be implemented with the help of an SMS gateway.

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With sms77 you expand your communication & marketing area many times over. Simple. Fast. Reliable. Reliable.

sms77 is a business SMS gateway with professional solutions to send and receive SMS. To extend the communication structure sms77 offers extensive functions, scalable APIs as well as high quality routes with high-end performance.