

VAI POWERS NEW COMMUNICATIONS APPLICATION WITH TWILIO

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VAI, an ERP software developer, is introducing its communications and messaging application, S2K Business Alerts, powered by Twilio, a developer for cloud communications, providing a platform for businesses to engage with customers and reach anyone in the world with a high-quality communication experience. The application is now available through its S2K Enterprise Management software solutions for the hardgoods, food, and pharmaceutical industries.

VAI developed S2K Business Alerts to interface through its S2K Enterprise, out of a need to reach customers and employees quickly and easily via Application-to-Person (A2P) or Person-to-Person (P2P) messaging.

The software provides a set of channel Application Program Interface (API) communications tools. VAI customers and employees can now create a two-way communication channel to talk

with clients.

S2K Business Alerts enables phones, VoIP, and messaging to be embedded into web, desktop, and mobile software. The application can send System Messaging Services (SMS), Multi-Messaging Service (MMS), or Rich Communications Services (RCS) through VAI S2K Workflow Alerts.

Any information that can be put on an S2K Alert can leverage Twilio to automatically notify anyone with a cell phone.

Examples of this include automatic thank you notifications to new customers, past-due customer invoice alerts, shipments processed—but not shipped, and notifications to contacts such as warehouse supervisors, vendors, and transportation companies.

“We’re excited to announce that VAI now provides integration capabilities through our S2K Business Alerts application,”

said Maggie Kelleher, director of business development, VAI. “With this solution, users can send instant customer alerts and SMS notifications to employees or customers to alert them of shipment status, completed repairs, rental status, and much more. It’s a way to provide a quick notification service that will ultimately save our customers and employees time, allow for a smooth communications flow, and vastly increase service and support.”

Twilio’s Customer Engagement Platform can build almost any digital experience, using communications channels like SMS, WhatsApp, Voice, video, email, and Internet of Things (IoT).

The platform utilizes APIs to power the world’s most demanding applications. Twilio’s programmable APIs are a set of building blocks developers can use to create the exact customer experiences they want.

