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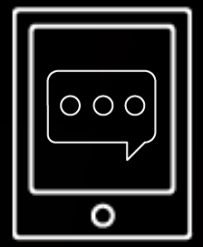
# Successfully engage customers using Amazon Pinpoint's SMS channel

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# SMS channel



| | |
|---|---|
| Accessibility | Reaches every mobile device in the world |
| Effective | Near to real-time deliverability |
| High engagement | 98% open rate – Gartner 2019 |
| Versatile | Outbound and inbound |

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# Amazon Pinpoint for SMS



| | |
|---|---|
| Global reach | 240+ countries and territories |
| Versatile sending | SDK in 11 programming languages |
| Scalability | 10+ billion sent SMS in 2021 |
| Global footprint | 11 AWS Regions |

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# Shift management

Cloud Air has experienced a surge in demand for flights

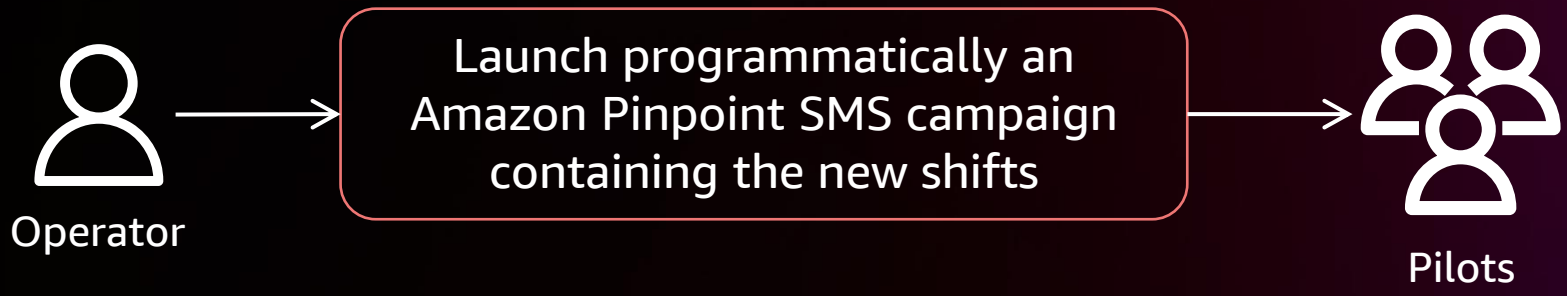
They are planning to create new shifts that pilots can sign up for

The ideal solution will communicate the available shifts to the pilots who are interested and allow them to book



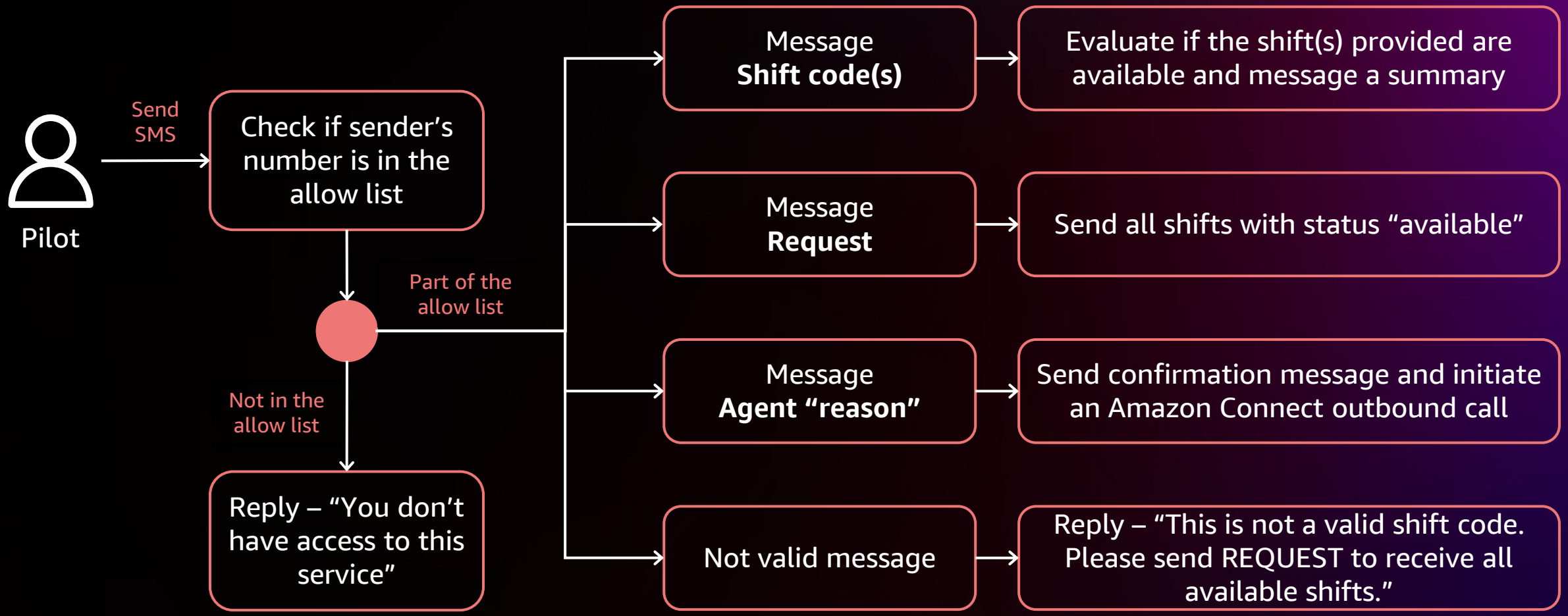
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# Solution – Outbound SMS logic



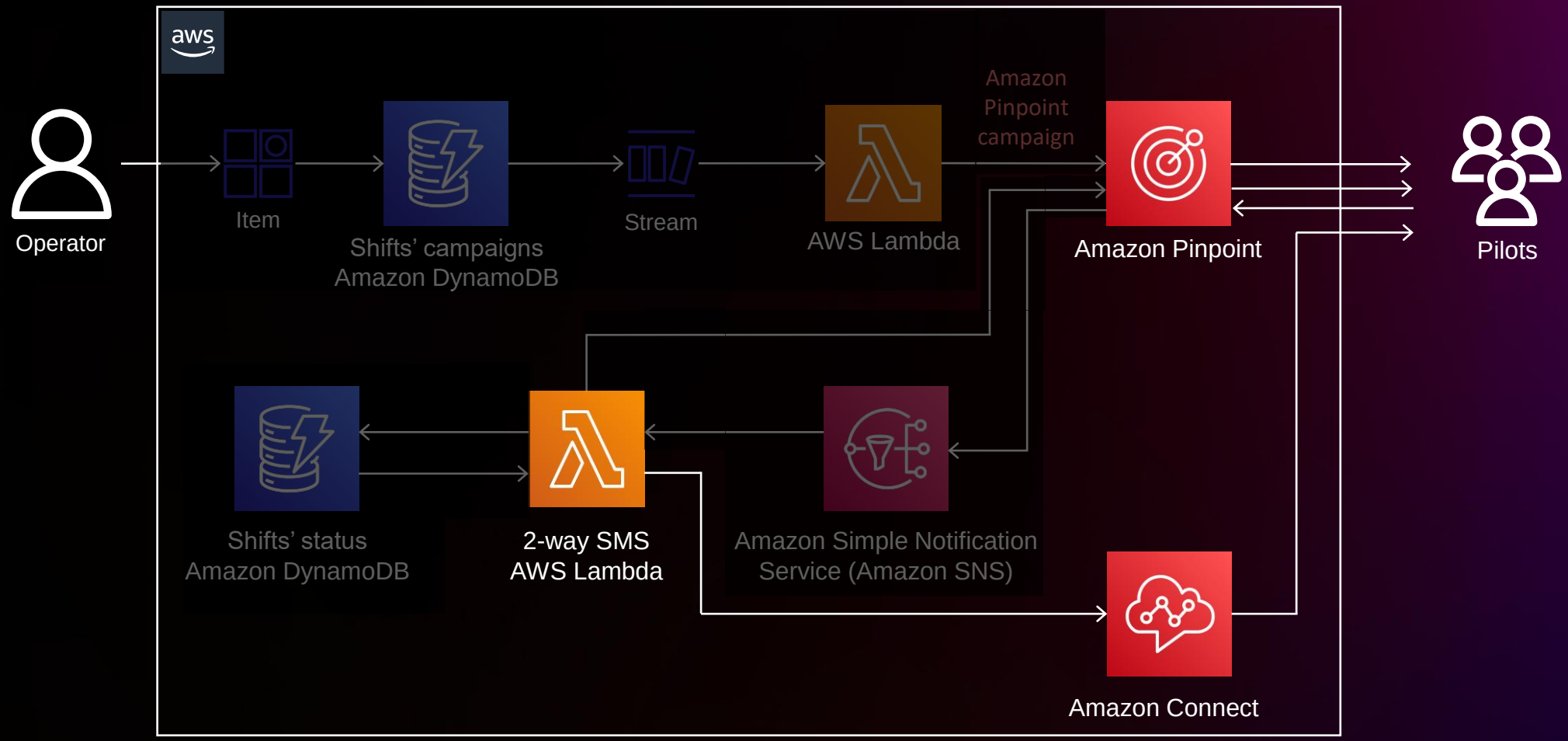

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# Solution – Inbound SMS logic




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# Solution - Architecture diagram




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# Additional resources

Communication Developer Services

Shift management using Amazon Pinpoint’s 2-way-SMS

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# Thank you!

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