

Web-based SMS service

- Send your texts via the web
- No equipment or hardware to purchase
- Pay only for messages you send
- Register your organisation to send thousands of texts per minute – instantly – across all four Gambian networks

Why choose SMS for your business communications?

SMS is easily the best way to stay in touch with your customers. It's ubiquitous. Virtually all Africans have a mobile phone. And it doesn't require a data connection: even the most basic feature phone can receive a text. This makes SMS a much better option than email, WhatsApp, Facebook Messenger etc.

SMS is also personal. Customers take notice of texts. Surveys show that most SMSs are read and replied to in minutes. And it's asynchronous. People can reply to a text in their own time – unlike a phone call.

98 percent of recipients read a text, compared to only 20 percent for email

Consumers are 4.5 percent more likely to respond to a text message than an email

Why send SMSs via the web?

Most businesses want to send thousands of messages at a time – to remind customers about an appointment, alert them to a new service, authenticate them and more.

One way to do this would be to type messages manually on a bunch of mobile phones. Not very practical.

Far better to do it via the web. Here, you just log in to a web dashboard from where you can send hundreds of messages, organise campaigns into groups, set up templates and more.

Here are the key benefits of web-based SMS

- Accessible from any device with web access
- Sends messages in seconds
- Minimal training needed
- Supports the creation of time-saving templates
- Arranges messaging campaigns into groups
- Option to schedule the sending of messages

- Stores and organises replies where campaigns are 'two way' (see our Short Code Guide)
- Rich reporting function that shows delivery rates etc
- Easy to budget – only pay for the messages you send

How it works

To set up web-based SMS, you need to register. Just go to www.alchemytelco.com, click on register, fill in your business email details, create a password and click send.

Once approved, you now have to upload your mobile numbers.

The best method is to upload a file in the CSV format, though you can enter them manually. Think carefully about creating groups so you can target your messages to relevant people.

Now you're ready to send messages. Select 'New Message' and choose a template if applicable.

Select your recipients. You can 'Send to All', select a group and/or manually enter new phone numbers. Make sure you have a record of consent from your recipients.

Enter your subject and type the message (or use a saved template). Add a link to a site or app download if needed.

Click send – and you're done! Users don't need credit to receive your message, only to complete the download if there is one.

Why choose Alchemy?

Alchemy is the most experienced and trusted SMS provider in the Gambia, Senegal and Sierra Leone.

No other company can do this.

Our technology sends 155-character messages at 500 messages per second. It keeps records of all messages received and undelivered.

We charge only for the texts that are received.

The Alchemy service is also highly interoperable. We have APIs your developers can use to integrate our SMS services with your business systems.

And we offer many complementary mobile-related services such as:

- Two way messaging – please see our **Short Code Guide**
- Automated alerts and notifications, one time passcodes, two-step verification etc – please see our **API Guides**
- VoIP softphone contact centre services – please see our **Contact Centre Brochure**

How much does it cost?

Web-based SMS is very affordable. Alchemy offers pre and post pay options and charges just one dalasi per SMS to all networks.

These costs are negotiable depending on your purchasing volumes.

There is no fee for registration, sender IDs, service or maintenance.

Ready to sign up for web-based SMS?

Contact us now or simply click in the top right corner to register

“Methodist Academy”

As seasoned educationalists, we appreciate that parents and guardians are an important part of their children's educational journey. Alchemy's web sms tool gives us the capacity to easily stay in direct contact with the parents and guardians - we share real-time messages to keep them fully informed, and can rest assured that each parent or guardian receives accurate information and that they know it's directly from us.

We've been using Alchemy's services since 2019 and remain happy clients, their responsive tech team and easy to use platform has helped us save time and money so we can focus on the children and continue to excel.

Mrs Hannah Harding (Principal)