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## Imagine Case Study

a leading provider of flexible text messaging solutions



### PROJECT OVERVIEW:

Customer Name:  
Imagine

Industry:  
Telecommunications

Location:  
Ireland

Challenge:  
Reliable, cost effective  
messaging of customers

Solution:  
API

### About Imagine:

Imagine are the first company to bring WiMax to Ireland. Their WiMax network is capable of delivering high quality voice calls and high speed bandwidth to everyone across the country, providing services to over 40,000 customers utilizing the latest technology

### Requirement:

Imagine required a communication method which allowed them to connect with customers on a regular basis. This method needed to be instant, reliable and cost effective, while also offering a high delivery rate. It was a priority for Imagine to get their message into the hands of their customers when needed. Imagine needed this messaging system to work automatically in the background as time management was a main focus for the business.

### Implementation:

Cadool's innovative API Gateway was introduced to Imagine and with a small amount of development work completed on both sides, Imagine were able to integrate their system with the Cadool business messaging platform. Message sending has become easy and automatic for the customer, taking out any need for manual input.

### Solution:

With the Cadool API integration in place, customer messaging is now seamless and automatic. Imagine can communicate with their customers regarding Account Management, Billing updates and Customer Service instantly and securely, saving them time and money. This messaging platform means that their customers are up to date, creating a great level of customer satisfaction which is helping the business build long term relationships.

