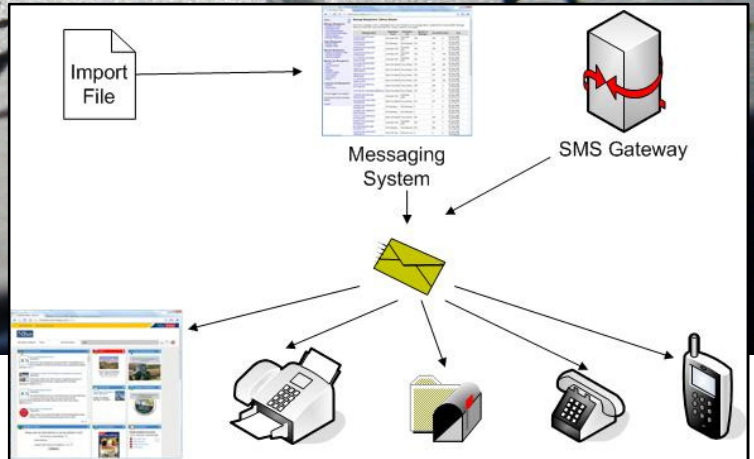


**Nisa Today's**

“the UK’s largest buying and distribution group for independent retailers”



As the UK’s largest buying and distribution group for independent retailers and wholesalers one of the major challenges faced by Nisa-Today’s is how to improve communications with their retail members - operating over 5,000 stores throughout the UK. Nisa-Today’s members need to be kept up-to-date with daily information about stock delivery times, promotions and group notices which had previously been achieved using a manual process which proved to be both expensive and time consuming.

Majestic worked alongside Nisa-Today’s to replace this system by developing an online messaging system capable of delivering member updates by fax, phone, email and SMS.

The new messaging system allows Nisa-Today’s to perform a daily export of member details from existing internal systems in order to ensure accurate contact details are maintained at all times. The messaging system then allows distribution lists to be created online and the preferred delivery method to be set for each Nisa member.

Individual or bulk messages can then be sent to each member by fax, phone, email or SMS with full delivery reporting available and automatic failover message delivery put in place if a members chosen delivery method is unavailable.

The messaging system has proved to be a great success providing a degree of flexibility for Nisa-Today’s to tailor the delivery of messages to each member’s individual needs as well as greatly reducing the amount of time needed to send the hundreds of messages required every day.

## Project: Online Messaging System

URL: [www.nisa-todays.com](http://www.nisa-todays.com)

### Features:

- Send messages by SMS, email, fax, SMS to landline or direct to website
- HTML or plain text email options
- Insert keywords into messages which are replaced automatically with customer data
- Create multiple distribution lists
- Send individual messages using file import feature
- Send bulk messages by distribution group
- Users can set delivery preferences (e.g. 1st choice SMS, 2nd choice email etc.)
- Failover to secondary preferences in case of delivery failure
- Full delivery reporting

### Results

- Significant cost and efficiency savings

**Majestic**  
INTERACTIVE

Tel: 01484 427 383  
Email: [enquiries@majestic-interactive.co.uk](mailto:enquiries@majestic-interactive.co.uk)

“Making Business Successful Online”