



txtNation Among the UK's Elite Business Operations

The txtNation team sits down to discuss the company's incredible 2016 performance and how their commitment to innovative mobile gateway solutions garnered them a UK Business Elite Award from Corporate Vision.

txtNation, a UK-based full-service award-winning provider of Mobile Billing and SMS messaging services, which includes mobile campaigns and management solutions, this week received an honourable distinction from Corporate Vision, an international team of business experts, advisors, and insiders, for their innovative commitment to developing mobile billing and messaging solutions.

As a company focused on flexible solutions that are intelligently supported, txtNation has earned the reputation of being one of the most trusted providers in the business today.

Jon Rowsell managing director of txtNation tells us more about the company.

"We understand the mobile industry can be a confusing one to master for business solutions today. As an industry based on technological developments, ours is one that is ever changing and ever evolving. Passionate about being at the forefront of these impending changes, we specialize in providing Mobile

Gateway and Platform Solutions that combine the best-of-breed mobile campaign services available today."

It wasn't by happenstance that txtNation brought home this Corporate Vision award for their performance in 2016. Starting in March of last year, txtNation unveiled a new feature, Insights, in their MytxtNation portal. Insights enabled clients to view all Mobile Billing activity across Direct Billing and Premium SMS services in much more detail than ever before. With this newly provided key data, clients could now forecast future payment trends and deliver the best customer growth and revenue performance.

Come April 2016, txtNation announced South Africa Wifi Flow for Direct Billing (OBS). The Wifi Flow was as simple as entering a mobile number and then confirming the PIN. Shortly thereafter, they unveiled a new client support site feature to their platform that contained a help inbox for immediate support. The new screen enabled clients to submit support tickets, receive replies from the technical staff at

txtNation, chat representatives in real-time, or ask staff about knowledge-based questions on any topic. Since then, the inbox has contributed to their enormous strides with regards to customer support and service.

By summer of 2016, txtNation had added more routing to its leading HLR Lookup, a popular company product. They added several new MNO routes for HLR Lookup, a service that enables real-time validity of a mobile number and gives operator identification and roaming information. For all of their SMS aggregators and service providers, this new announcement improved their revenue margins by reducing routing inaccuracies. And, just to ensure their digital experience matched their technical support expertise, txtNation rolled out Web Tools as well as Desktop software for Bulk and HLR.

"We are always astute to improving our technological platform experience so it complements our mobile solutions for clients around the world," said Rowsell. "As you

can see, at least quarterly, we do something to make our user experience better than it was a few months prior."

In June of 2016, txtNation was announced as the Finance Monthly Global Awards 2016 winner. It was a vote-based distinction in which Finance Monthly asked subscribers to cast votes between March and May of 2016. A total of 17,887 votes were registered, solidifying txtNation as the undisputed winner.

In the fall of 2016, txtNation went on to announce they now work with Casino Operators for direct billing. The new service made it possible for online casinos to deposits, using Charge to Mobile from txtNation. To accompany the new fall announcements, though there were countless other unveils by the company in 2016, txtNation was named a finalist in the iDate Awards in November of 2016.

Rowsell proclaimed they are committed to developing a better client experience ongoing, as well as service offerings and to look out for more announcements in 2017.



Company: txtNation
Email: sales@txtnation.com
Web Address: www.txtnation.com
Address: txtNation, Billacombe Road, Plymouth
Devon PL9 7HX
Telephone: +44 (0)1752 484 333