

# Bamburi Cement M Service

01.11.2009

Bamburi cement introduces yet another great milestone in innovation.

On 1st November, 2009, the company officially rolled out the Bamburi M - Service, which is a SMS service geared towards providing real time information on account balances as well as providing a loading report for served orders. Powered by Bernsoft, the system seeks to reduce time taken by our customers (distributors and contractors) in seeking information while enabling the customer service staff to provide more proactive services. This will therefore increase efficiency and also propel Bamburi towards being a true market leader. Customers will need to subscribe to the service in order to enjoy its benefit. So far, we have already received more than 50% subscription.

Customers can check their account balances through their mobile phones by sending the message “**Bal**” to **8575** irrespective of the network they are on. The customers will also be able to automatically receive a loading report which essentially gives them details on the status of orders placed with us.

In addition, as each order leaves the plant, the customer gets the following details:

1. Processed order number
2. Account number
3. Delivery note number

4. Date of departure
  5. Time of departure
  6. Truck number
  7. Product type
  8. Tonnage
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