

Algoa FM integrates online platforms

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New technology and falling bandwidth charges have enabled Algoa FM to get closer to its listeners by integrating its online platforms and introducing a loyalty programme linked to rewards.

The station has announced that it has dropped the cost of SMSs sent to it by a third.

“At the same time, our new service provider Eurocom is able to link our Mobi/Website/IVR lines/SMS and MMS platforms,” says Algoa FM’s multimedia manager Chris Wright.

The technology also lays the foundation for an Algoa FM loyalty club. “After registering on the Mobi site or website as a member, listeners will earn loyalty points every time they SMS or MMS the studio or log onto the sites,” says Wright.

The price of an SMS to Algoa FM will drop from R3 to R2.

“Loyalty points will be redeemable through special offers, entry into club member competitions, the downloading of station-specific ringtones and wall papers and the like,” he says.

The changes come into effect on April 1.

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