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Mobile Internet Cut To Affect Businesses

Telstra has announced plans to cut internet access of 1.6 million Blackberry and iPhone users. The announcement follows the telco's loss of millions from customers overspending and failing to pay bills.

An "app cap" will be applied and internet access will be barred from users of smartphones until the next cycle. Telstra is expected to have the cap implemented by the end of this financial year.

Telstra's chief financial officer, John Stanhope, says the main problem is when customers refuse to pay an unexpected large bill.

"It [app cap] stops the charge, but it also stops the service," Stanhope says.

Frequent users of mobile internet are likely to be inconvenienced by the barring, however, businesses with internet advertising will be hit hardest by the "app caps".

Telstra has advised the "app cap" is not expected to affect the SMS service. SMS has already proved to be a reliable and cost-effective way to connect with customers. Customers now have greater incentive to lower their mobile phone bills and avoid "bill shock" by using SMS rather than mobile internet.

Digital and traditional advertisers are turning to SMS mobile marketing in increasing numbers. The mobile marketing company TXT2GET has been offering advertisers mobile keywords as an alternative form of marketing to retain customers and increase advertising response.

"By using SMS keywords in advertising a marketer can double or triple responses to advertising. It also helps them measure what's WORKING and what's not," says TXT2GET's Australian Country Manager Andrew Campbell, "Sydney's talkback radio station 2UE was able to increase audience interaction by using SMS. They asked listeners to enter a competition by texting 2UE to 19 33 33. By the end of their 7-day campaign, over 1000 entries were received, more than double the usual response."

With Telstra's internet barring, accessing the internet to visit a website to complete a form will not always be possible. The unaltered SMS service, however, will ensure Telstra's 1.6 million smartphone customers ability to interact and communicate with companies using TXT2GET keywords.

TXT2GET is offering a [Free Trial](#) to use their [mobile marketing](#) tool. See what their service can do for your business

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