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Acknowledgement Delivery System

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ABSTRACT

An acknowledgement delivery system and method associated with at least one transaction between a transaction initiating party and a transaction fulfilling party; said transaction given effect by said transaction fulfilling party; said transaction initiated by a transaction instigation event; said transaction being completed by a transaction fulfilment event; each transaction defined by a unique transaction identifier; said system transmitting events associated with said transaction fulfilment event to said transaction initiating party by way of preset messages defined with reference to said unique transaction identifier.

P/00/009

Regulation 3.10

AUSTRALIA

Patents Act 1990

COMPLETE SPECIFICATION

Invention Title:

ACKNOWLEDGEMENT DELIVERY SYSTEM

The invention is described in the following statement, including the best method of performing it known to us:

Our Ref: 072057

ACKNOWLEDGEMENT DELIVERY SYSTEM

The present invention relates to an acknowledgement delivery system, and, more particularly, although not exclusively, to such a system implemented by means of electronic messaging.

BACKGROUND

In the context of, for example, delivery of goods the scenario can often arise where a party would like to know the status of the delivery. The scenario can extend to the situation where it can be particularly helpful if the originator of the delivery could be contacted and informed that the delivery has been made. In particular context it is desirable if this message is provided at or very soon after the actual time of delivery. In some situations it may be helpful if other information could be provided including, for example, a message indicating that the delivery has been delayed or has not been successful.

Whilst a messaging system in this form may be desirable, in many delivery scenarios, it is simply not convenient or cost effective for the parties involved in the delivery to provide such information either at all or in a timely manner.

It is an object of the present invention to address the above disadvantages, or at least provide a useful alternative.

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Notes

1. The term "comprising" (and grammatical variations thereof) is used in this specification in the inclusive sense of "having" or "including", and not in the exclusive sense of "consisting only of".
2. The above discussion of the prior art in the Background of the invention, is not an admission that any information discussed therein is citable prior art or part of the common general knowledge of persons skilled in the art in any country.

BRIEF DESCRIPTION OF INVENTION

Accordingly, in one broad form of the invention there is provided an acknowledgement delivery system associated with at least one transaction between a transaction initiating party and a transaction fulfilling party; said transaction given effect by said transaction fulfilling party; said transaction initiated by a transaction instigation event; said transaction being completed by a transaction fulfilment event; each transaction defined by a unique transaction identifier; said system transmitting events associated with said transaction fulfilment event to said transaction initiating party by way of preset messages defined with reference to said unique transaction identifier.

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Accordingly, in a further broad form of the invention there is provided a method of acknowledging transaction fulfilment events to a transaction initiating party associated with at least one transaction between said transaction initiating party and a transaction fulfilling party; said transaction given effect by said transaction fulfilling party; said method comprising the steps of: said transaction initiated by a transaction instigation event; said transaction being completed by a transaction fulfilment event; each transaction defined by a unique transaction identifier; said system transmitting events associated with said transaction fulfilment event to said transaction initiating party by way of preset messages defined with reference to said unique transaction identifier.

Preferably said preset message is transmitted automatically.

Preferably said preset message is transmitted in real time.

Preferably said preset messages are selected from a list of two or more graded messages.

The system of any previous claim wherein set preset message is transmitted automatically to a translate and relay mechanism when initiated.

Preferably said preset message is transmitted as part of set transaction fulfilment event.

Preferably said preset message is mapped automatically to a corresponding first mapped message by said translate and relay mechanism and then transmitted to said transaction initiating party.

Preferably said first mapped message is pushed from said translate and relay mechanism to a receiving device of said transaction initiating party.

Preferably said translate and relay mechanism interrogates said transaction intermediary periodically.

Preferably said translate and relay mechanism pulls a message from said transaction intermediary pursuant to said step of interrogation.

Preferably said transaction fulfilment party engages a transaction intermediary to give effect to said transaction.

Preferably said transaction comprises at least a first transaction component and a second transaction component.

Preferably said transaction fulfilling party gives effect to said first transaction component.

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Preferably said transaction intermediary gives effect to said second transaction component.

Preferably said the first transaction component comprises supply of a good or service.

Preferably said second transaction component comprises delivery of said good or service.

Preferably said transaction initiating party instigates said transaction instigation event.

Preferably said transaction instigation event comprises the ordering of a good or service.

Preferably on the occurrence of said transaction fulfilment event a first preset message is caused to be sent to said transaction initiating party.

Preferably said preset message is sent to a translate and relay mechanism.

Preferably translate and relay mechanism maps said first preset message to a corresponding first mapped message.

Preferably said translate and relay mechanism causes said corresponding first mapped message to be transmitted to said transaction initiating party.

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Preferably each one of said preset messages comprises a message portion.

Preferably said preset messages further include a unique transaction identifier or an analog thereof.

Preferably said unique transaction identifier or analog thereof comprises a telephone number unique to said transaction.

Preferably said corresponding mapped message includes an alphanumeric sequence.

Preferably said corresponding mapped message further includes said unique transaction identifier or an analog thereof.

Preferably said corresponding mapped message includes identity data corresponding to said transaction initiating party.

Preferably said identity data includes a communication address of said transaction initiating party.

Preferably said communication address comprises a telephone number.

Preferably said preset messages comprise SMS messages.

Preferably said preset messages comprises email messages.

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Preferably said messages comprises voice mail messages.

In yet a further broad form of the invention there is provided in combination a mobile communications device and a barcode reader; said mobile communications device on receipt of a barcode data signal from said barcode reader initiating a data transmission to a remote location; said data transmission including data corresponding to barcode data read by said barcode reader.

Preferably said communications device initiates said data transmission automatically on receipt of said barcode data signal.

Preferably said data transmission is directed to a specified remote location.

Preferably said specified remote location is designated in said barcode data signal.

Preferably said mobile communications device and said barcode reader are integrated into a single hand held device.

Preferably said single hand held device including the scanner portion of said barcode reader is encased in a single casing.

BRIEF DESCRIPTION OF DRAWINGS

Embodiments of the present invention will now be described with reference to the accompanying drawings wherein:

Figure 1 is a block diagram of an acknowledgement delivery system in accordance with a first preferred embodiment of the invention,

Figure 2 illustrates a messaging display for use with the embodiment of figure 1,

Figure 3 is a block diagram of logic modules suitable to implement the system of figure 1,

Figure 4 is a screen shot of a user login page as suitable for use with the system of figure 1,

Figure 5 is a screen shot of a customer details page suitable for use with the system of figure 1,

Figure 6 is a screen shot of a delivery details page suitable for use with the system of figure 1,

Figure 7 is a screen shot of a delivery details page showing an address error suitable for use with the system of figure 1,

Figure 8 is a screen shot showing order details entry suitable for the use with the system of figure 1,

Figure 9 is a screen shot of an order completion screen suitable for use with the system of figure 1,

Figure 10 is a screen shot of a delivery slip record suitable for use with the system of figure 1,

Figure 11 is a screen shot of an order history list suitable for use with the system of figure 1,

Figure 12 is a screen shot of a measurements and statistics page suitable for use with the system of figure 1,

Figure 13 is a screen shot of a tracking map suitable for use with the system of figure 1,

Figure 14 is a screen shot showing profile details of a particular end customer in accordance with the system of figure 1,

Figure 15 is a screen shot of a users detail screen suitable for use with the system of figure 1,

Figure 16 is a message customise screen suitable for use with the system of figure 1,

Figure 17 is a screen shot of a client relationship management contact screen suitable for use with the system of figure 1,

Figure 18 is a screen shot of a campaign listing screen suitable for use with the system of figure 1,

Figure 19 is a screen shot of a campaign message screen suitable for use with the system of figure 1,

Figure 20 is a screen shot of an SMS message indicating successful delivery displayed on a customer mobile phone suitable for use with the system of figure 1,

Figure 21 is a screen shot of a message screen for a message indicating success suitable for use with the system of figure 1,

Figure 22 comprises screen shots of a success message for the client and an unsuccessful message/error message for the client suitable for use with the system of figure 1,

Figure 23 is a block diagram of an acknowledgement delivery system in accordance with a second preferred embodiment of the present invention.

Figure 24 is a block diagram of an acknowledgement delivery system in accordance with a third preferred embodiment of the present invention.

Figure 25 is a block diagram of a hardware implementation of the system of figure 1.

Figure 26 illustrates an alternative messaging display incorporating barcodes corresponding to predetermined messages.

Figure 27 illustrates a barcode based delivery slip for use by a transaction intermediary in accordance with a preferred embodiment.

Figure 28 tabulates associated services in accordance with a further preferred embodiment.

DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS

With reference to Figure 1 there is illustrated a block diagram of an acknowledgement delivery system 10 in accordance with a first preferred embodiment of the present invention.

With reference to Figure 1 the system is described in the context of delivery of goods in the form of flowers however other goods and, indeed, other forms of deliverable (including services) are contemplated as will be described with reference to further embodiments later in the specification.

A transaction 11 is initiated as a result of commercial agreement between a transaction initiating party 12 and a transaction fulfilling party 13. In this instance the transaction 11 is the supply of goods 15 (more particularly flowers in this instance) from transaction fulfilling party 13 to a transaction target party 14. The transaction fulfilling party 13 may engage at least a first transaction intermediary 16. In this instance the first transaction intermediary 16 is a courier who is contracted by the transaction fulfilling party 13 to deliver the goods from the transaction fulfilling party's premises 17 to the transaction target party's premises 18.

In this instance there is a transaction instigation event 19 comprising the placement of an order by the transaction initiating party 12 with the transaction fulfilling party 13 for the delivery of goods 15 to the transaction target party 14. In this instance there is also a transaction fulfilment event 20 comprising, in this instance, the delivery on time of the goods 15 as contracted between the transaction initiating party 12 and transaction fulfilling party 13.

In use of the system 10 a transaction initiating party 12 may initiate transaction 11 by telephoning the transaction fulfilling party 13 (in this instance a flower shop) and requesting a delivery of goods in the form of flowers 15 to a transaction target party 14 in the form of a friend. The flower shop as transaction fulfilling party 13 may log the order on a database 21. During this transaction instigation event 19 telecommunication address data 22 will also be obtained in this instance in the form of a mobile telephone number upon which the transaction initiating party 12 can receive messages either from or instigated by the transaction fulfilling party 13. The telecommunication address data 22 will be linked in a data record 23 in database 21 with identity data 24 identifying the transaction initiating party 12. The database will also store a unique transaction identifier 25 which identifies

the specific transaction 11 entered into by way of transaction instigation event 19. This unique transaction identifier 25 is assigned uniquely to the transaction 11 comprising the agreement to deliver flowers to the transaction target party 14.

In Use

As generally defined above, a transaction 11 is initiated having a unique transaction identifier 35 and being linked in database 21 via data record 23 with certain other data including identity data 24 matching the identity of the transaction initiating party 12 and including at least telecommunication address data 22, suitable to allow telecommunication contact to be made with the transaction initiating party 12 for the purposes of communications of information concerning the transaction fulfilment event 20 and, potentially, for the purposes of initiation of subsequent communications as will be described further in this specification.

In this instance the goods, 15 comprising flowers are prepared by the transaction fulfilment party 17. A transaction intermediary 16 in this instance in the form of a courier is then engaged by the transaction fulfilment party to deliver the goods 15 to the transmission target

party 18. The transaction intermediary 16 will be provided with a channel 36 for the purpose of communicating a preset message 27 to a translate-and-relay mechanism 28. In many instances the translate-and-relay mechanism 28 will be directly associated with database 21 and often at the same location in order to facilitate data interchange between database 21 and the translate-and-relay mechanism 28.

In this instance the preset message, as illustrated via the messaging display 29 illustrated in Figure 2 comprises one of three alpha-numeric character sequences 30a, b, c. More particularly, in this instance, one of the three alpha-numeric character sequences 30 a,b,c transmitted by an SMS channel (for example, instigated on a mobile phone) to a translate-and-relay mechanism contact telephone number 31. More specifically, in this instance the courier enters the alpha-numeric code PAEVW0 at the time of a transaction fulfilment event 20 if the delivery is made successfully to the intended recipient on time. Alternatively, the courier enters the alpha-numeric code TAEVW0 if the goods 15 are left at the premises but no direct contact is made with the intended recipient (the transaction target party 14). Finally, if there is a problem with the delivery, in terms of otherwise being able to properly complete the transaction fulfilment event 20, then the courier can SMS the alpha-numeric code WAEVW0. In this instance, any one of

the three codes is sent via SMS to a mobile telephone number 0416907946. This causes the code 30 to be transmitted as an SMS message over channel 26 to translate-and-relay mechanism 28 where the alpha-numeric sequence 30a, b, c is mapped against the unique transaction identifier 25 and then mapped to a corresponding mapped message 32 for delivery over second channel 33 to transaction initiating party 12. The mapped messages can take the form as shown in message customised screen 34 of 616 where in the alpha-numeric character sequences 30 map to respective corresponding mapped messages 32 A, B, as will be more fully described below.

The above described acknowledgement delivery system 10 described with reference to a particular delivery example relating to particular goods (flowers) can form the basis for a sophisticated acknowledgement delivery system which includes the ability to capitalise on the contents of the database 21 created.

With reference to fig 3 there is illustrated a block diagram of the system of figure 1 incorporating a messaging engine including a client relationship management module and a "campaign manager" which provides one form for capitalising on the contents of database 21. Like

components in fig 3 are numbered as for the system of figure 1 except in the one hundred series. So, for example, the transaction instigation event 19 of figure 1 corresponds with to the "request" module 119 of fig 3. The transaction fulfilment event 20 of figure 1 corresponds to the fulfilment module 120 of fig 3.

The database 21 of fig 1 corresponds broadly with the "encore messaging engine" 121 of fig 3. In this instance the database 21 is enhanced by including job manager 100, customer relationship management (CIRM) module 101, data collection module 102, reports module 103, banking module 104 and campaign manager 105. The database 121 also includes an ad hoc reporting module 106. These modules allow for a transaction fulfilment party 13 to create a database of entries comprising data records 123 which can then be provided to campaign manager 105 for subsequent marketing campaigns as will be further described with reference to an example in this specification.

In the event that a transaction initiating party 12 initiates a transaction instigate event 119 the transaction fulfilment party 13 will cause a job number request 111 to be generated and fed to database 123. Job manager 100 will then generate a unique transaction identifier 125 resulting in the creation and printing of a delivery slip 112 for application to goods 115 for subsequent pick up by the

transaction intermediary 116 comprising, in the first instance a courier for delivery of the package 115 to a transaction target party 14. The delivery of the package comprises of the transaction fulfilment event 120 at which time the transaction intermediary 116 will transmit the transaction identifier 125 by way of an sms message to database 121 within the messaging engine.

In this instance two way communication is possible as between the database 121 and the transaction intermediary 116 such that if the transaction fulfilment party 13 becomes aware of problems or other events which you would be of assistance for the transaction intermediary 116 to be aware of. That is, in this instance, there is a bidirectional channel 140 available. In its simplest form this can be implemented by way of a mobile telephone communication link with the use of sms messaging backwards and forwards on the link. In a preferred form the transaction intermediary 116, in addition to the unique transaction identifier 125 will also send one of a series of preset messages as described with reference to fig 1. These preset messages are then mapped onto a corresponding mapped message 132 whereby the customer or transaction initiating party 12 is notified of the status of the delivery. The mapped message 132 may appear on the mobile

phone screen 141 of a mobile phone of the customer or transaction initiating party 12 as illustrated in fig 20.

Figure 4 is a screen shot of a user login page as suitable for use with the system of figure 1.

Figure 5 is a screen shot of a customer details page suitable for use with the system of figure 1.

Figure 6 is a screen shot of a delivery details page suitable for use with the system of figure 1.

Figure 7 is a screen shot of a delivery details page showing an address error suitable for use with the system of figure 1.

Figure 8 is a screen shot showing order details entry suitable for the use with the system of figure 1.

Figure 9 is a screen shot of an order completion screen suitable for use with the system of figure 1.

Figure 10 is a screen shot of a delivery slip record suitable for use with the system of figure 1.

Figure 11 is a screen shot of an order history list suitable for use with the system of figure 1.

Figure 12 is a screen shot of a measurements and statistics page suitable for use with the system of figure 1.

Figure 13 is a screen shot of a tracking map suitable for use with the system of figure 1.

Figure 14 is a screen shot showing profile details of a particular end customer in accordance with the system of figure 1.

Figure 15 is a screen shot of a users detail screen suitable for use with the system of figure 1.

Figure 16 is a message customise screen suitable for use with the system of figure 1.

Figure 17 is a screen shot of a client relationship management contact screen suitable for use with the system of figure 1.

Figure 18 is a screen shot of a campaign listing screen suitable for use with the system of figure 1.

Figure 19 is a screen shot of a campaign message screen suitable for use with the system of figure 1.

Figure 20 is a screen shot of an SMS message indicating successful delivery displayed on a customer mobile phone suitable for use with the system of figure 1.

Fig 20, as previously described, illustrates a mobile phone screen 141 which can display the mapped message 132. Fig 121 provides a further example of a "success" mapped message text 132.

Yet a further example of a mapped message 132 corresponding to indication of a successful transaction fulfilment event is shown in fig 22, upper screen. Fig 22 lower screen

illustrates a mapped message 132 wherein an error condition is communicated.

Particularly the output of the screen showing in fig 12 and fig 13 indicates the sophistication of data that may be derived by database 121 both as part of the initial delivery event as part of what may be derived as a result of the data collected from a series of delivery events.

Second embodiment

With reference to fig 23 there is illustrated the system of fig 1 applied to a simpler situation of a dry cleaner wherein, in its simplest form, a "ready for pick up" message is provided as a mapped message. In this instance there is no need for any transaction intermediary. The transaction fulfilment party 213 is able to achieve the transaction fulfilment event 220 without assistance of any transaction intermediaries. In this instance the transaction target party 214 is, in effect, the same as the transaction initiating party 212 in that they are one and the same party linked by delivery of successfully dry cleaned goods.

Third embodiment

Fig 24 illustrates the potential sophistication of the system of fig 1 wherein there are a multitude of transaction instigate events 319 which are mapped to a "Gantt" chart in this instance residing within database 321. In the particular example of fig 24 the initial transaction instigation event 319 may be the ordering of materials for a particular building job. There may, for example, be three different materials ordered resulting in strands 350,351,352. Strand 352 may, for example, relate to a supply of raw materials such as wood being delivered to a specific building site. Once those raw materials are delivered and the appropriate preset message 327 is communicated back to database 321 then a fresh transaction instigate event 319 is generated whereby a carpenter is then ordered to the building site to work with the wood delivered as part of strand 352 within gantt chart 360. Once the carpenter has its message of completion indicated this will result in a fresh transaction instigate event 319 as dictated by the gantt chart 360 and so on. In effect what is provided is an automated, multi strand and multi delivery system working in conjunction with an automated transaction instigation event system which can be programmed and orchestrated within database 321.

The power of the system is further exemplified in the inset of Fig 24 which illustrates multiple cascading instances of (or calls to) the system of Fig 24 consequent to multiple series and parallel triggering events.

Hardware implementation

With reference to figure 25 there is illustrated a specific hardware implementation of the system of figure 1. Like components are numbered as for the system of figure 1 except in the 400 series. So, for example, translate and relay mechanism 28 of figure 1 is translate relay mechanism 428 in figure 25.

The primary components in this hardware system comprise the translate and relay mechanism 428, a first mobile telephone device 470 and a second mobile telephone device 471. Each device includes respective communications modules 472, 473, 474, adapted to communicate over a medium with each other. In the first example the medium comprises the mobile telephone system and with all modules equipped to send and receive SMS (short messaging system)- type alphanumeric text messages. The particular medium is merely by one of example. It is envisaged that many other communication mediums may be utilised in order to effect appropriate messaging as between the translation relay mechanism 428, first mobile telephone device 470 and second telephone

device 471. Similarly the mobile telephone devices themselves may be in the form of a PDA (Personal Digital Assistant) or other computer processor - equipped device.

First mobile telephone device 470 includes a display 475 in communication with a microprocessor 476 which, in turn, is in communication with a communication module 473 and also with memory 477 and I/O device 478. In this instance the I/O device 478 can include a keyboard and a touch screen data entry via display 475. In this instance the second mobile telephone device 471 is constructive in the same matter and like components are numbered as for the first mobile telephone device 470. Digital messages are transmitted through the system in the following manner:

Translate relay mechanism 428 also includes a processor 479, memory 480 and I/O 481, which is in part in communication with communications device 472 thereby to permit messaging between communication devices 470, 471, and 472 as briefly described above.

Memory 480 can store part of database 421. Database 421 includes message map data 482 which provides a map of preset messages 427a, 427b and 427c to corresponding mapped messages 432a, 432b and 432c respectively. In use a messaging sequence between devices 470, 428 and 470 occurs as follows:

A message from the second mobile telephone device 471 will be in the form of a preset message 427a, 427b, 427c, and has associated with it unique transaction identifier 425 which, in this instance, comprises a specific telephone number which is dialled by a second mobile telephone device 471.

The incoming message into communications device 472 of translate and relay mechanism 428 is associated with the unique transaction identifier 425 of the transaction 411 to which the communication pertains. Processor 479 then maps the communication by looking up the message map data 482 and causes communication device 472 to transmit corresponding mapped message 432a to first mobile telephone device 470 wherein the message is displayed on display 475. In a preferred form the message which is transmitted over channel 433 includes identity data 424 corresponding to the transaction instigating party 412 (not shown) with whom the first mobile telephone device 470 is associated. In its simplest form the identity data 424 comprises the mobile telephone number of device 470.

This mapped sequence of messages allows a relatively simple message sent from second mobile telephone device 471 to lead to a fuller or more complex message being communicated to the first mobile telephone device 470 whilst also maintaining a specific relation with a specific transaction

411 as originally instigated by transaction initiating party 412.

In particular forms the translate and relay mechanism 28 may either 'push' or 'pull' messages as between its self and the transaction intermediary 16 over the communications network 26.

Similarly mapped messages 32 as between translate and relay mechanism 28 and the transaction instigated party 12 may be 'pushed' from the translate and relay mechanism to a receiving device of the transaction initiating party 12 over channel 33.

Barcode embodiment

With further reference to Fig. 25, second mobile telephone device 471 can be fitted with a barcode wand 483 adapted to read barcodes 484a,b,c or equivalent which can be provided as part of a delivery slip 485 (refer Figure 27) or, in the alternative, may be provided on some other form of data carrier.

As illustrated in Fig. 26, each barcode 484a,b,c corresponds to a particular preset message 30a, 30b, 30c. In use, in this alternative embodiment, a courier or other transaction intermediary can utilise the barcode wand 483

to input the appropriate preset message into mobile telephone device 471. Telephone device 471 then automatically instigates communication with translate and relate mechanism 428 and transmits the corresponding preset message in a preferred form without further input from the transaction intermediary. The preset message, on receipt at the translate and relay mechanism 428 is then mapped and on-relayed to mobile telephone device 470 associated with transaction instigating party 12. In a preferred form, the corresponding mapped message 432 is "pushed" to mobile telephone device 470. By "pushed" is meant that the relevant message data comprising the corresponding mapped message 432a,b,c is loaded and sent for automatic reception by telephone device 470. That is, telephone device 470 does not need to initiate a send request upon communications module 472 associated with translate and relay mechanism 428 - the transmission is caused to occur by a trigger event, at communications module 472 without anything further being needed for the message to be received on telephone device 470.

In preferred forms, either corresponding push or in the alternative, pull technology may be utilised in the messaging sequence passing between translate and relay mechanism 428 and mobile telephone device 471.

Associated services

Fig. 28 illustrates in tabular form associated services which can be offered deriving from information in database 21.

The above describes only some embodiments of the present invention and modifications, obvious to those skilled in the art, can be made thereto without departing from the scope of the present invention.

CLAIMS

1. An acknowledgement delivery system associated with at least one transaction between a transaction initiating party and a transaction fulfilling party; said transaction given effect by said transaction fulfilling party; said transaction initiated by a transaction instigation event; said transaction being completed by a transaction fulfilment event; each transaction defined by a unique transaction identifier; said system transmitting events associated with said transaction fulfilment event to said transaction initiating party by way of preset messages defined with reference to said unique transaction identifier; and wherein said preset message is transmitted to a translate and relay mechanism when initiated and wherein said preset message is mapped to a corresponding first mapped message by said translate and relay mechanism and then transmitted to said transaction initiating party.

2. The delivery system of claim 1 wherein said preset message is transmitted automatically.

3. The delivery system of claim 1 or claim 2 wherein said preset message is transmitted in real time.

4. The system of any previous claim wherein said preset messages are selected from a list of two or more graded messages.

5. The system of any previous claim wherein said preset message is transmitted automatically to a translate and relay mechanism when initiated.

6. The system of any previous claim wherein said preset message is transmitted as part of said transaction fulfilment event.

7. The system of claim 5 or 6 wherein said preset message is mapped automatically to a corresponding first mapped message by said translate and relay mechanism and then transmitted to said transaction initiating party.

8. The system of claim 7 wherein said first mapped message is pushed from said translate and relay mechanism to a receiving device of said transaction initiating party.

9. The system of any previous claim wherein said translate and relay mechanism interrogates said transaction intermediary periodically.

10. The system of claim 9 wherein said translate and relay mechanism pulls a message from said transaction intermediary pursuant to said step of interrogation.

11. The delivery system of claim 1 wherein said transaction fulfilment party engages a transaction intermediary to give effect to said transaction.

12. The delivery system of claim 1 or claim 2 wherein said transaction comprises at least a first transaction component and a second transaction component.

13. The delivery system of claim 3 wherein said transaction fulfilling party gives effect to said first transaction component.

14. The system of claim 3 or claim 4 where in said transaction intermediary gives effect to said second transaction component.

15. The system of any one of claims 4 to 6 wherein said the first transaction component comprises supply of a good or service.

16. The system of claim 6 wherein said second transaction component comprises delivery of said good or service.

17. The system of any previous claim wherein said transaction initiating party instigates said transaction instigation event.

18. The system of claim 8 wherein said transaction instigation event comprises the ordering of a good or service.

19. The system of any one of claims 1 to 9 wherein on the occurrence of said transaction fulfilment event a first preset message is caused to be sent to said transaction initiating party.

20. The system of claim 10 wherein said preset message is sent to a translate and relay mechanism.

21. The system of claim 11 wherein said translate and relay mechanism maps said first preset message to a corresponding first mapped message.

22. the system of claim 12 wherein said translate and relay mechanism causes said corresponding first mapped message to be transmitted to said transaction initiating party.

23. The system of any previous claim wherein each one of said preset messages comprises a message portion.

24. The system of claim 14 wherein said preset messages further include a unique transaction identifier or an analog thereof.

25. The system of claim 15 wherein said unique transaction identifier or analog thereof comprises a telephone number unique to said transaction.

26. The system of any one of claims 1 to 16 wherein said corresponding mapped message includes an alphanumeric sequence.

27. The system of claim 17 wherein said corresponding mapped message further includes said unique transaction identifier or an analog thereof.

28. The system of claim 17 or 18 wherein said corresponding mapped message includes identity data corresponding to said transaction initiating party.

29. The system of claim 19 wherein said identity data includes a communication address of said transaction initiating party.

30. The system of claim 20 wherein said communication address comprises a telephone number.

31. The system of any previous claim wherein said preset messages comprise SMS messages.

32. The system of any one of claims 1 to 21 wherein said preset messages comprises email messages.

33. The system of any of claims 1 to 21 wherein said messages comprises voice mail messages.

34. This system of any one of claims 1 to 33 and further including a mobile communications device and a barcode reader; said mobile communications device on receipt of a barcode data signal from said barcode reader initiating a data transmission to a remote location; said data transmission including data corresponding to barcode data read by said barcode reader.

35. The system of claim 34 wherein said communications device initiates said data transmission automatically on receipt of said barcode data signal.

36. The system of claim 35 wherein said data transmission is directed to a specified remote location.

37. The system of claim 36 wherein said specified remote location is designated in said barcode data signal.

38. The system of any one of claims 34 to 37 wherein said mobile communications device and said barcode reader are integrated into a single hand held device.

39. The system of claim 38 wherein said single hand held device including the scanner portion of said barcode reader is encased in a single casing.

40. A method of acknowledging transaction fulfilment events to a transaction initiating party associated with at least one transaction between said transaction initiating party and a transaction fulfilling party; said transaction given effect by said transaction fulfilling party; said method comprising the steps of: said transaction initiated by a transaction instigation event; said transaction being completed by a transaction fulfilment event; each transaction defined by a unique transaction identifier; said system transmitting events associated with said transaction fulfilment event to said transaction initiating party by way of preset messages defined with reference to said unique transaction identifier and wherein said preset message is transmitted to a translate and relay mechanism when initiated and wherein said preset message is mapped to a corresponding first mapped message by said translate and relay mechanism and then transmitted to said transaction initiating party.

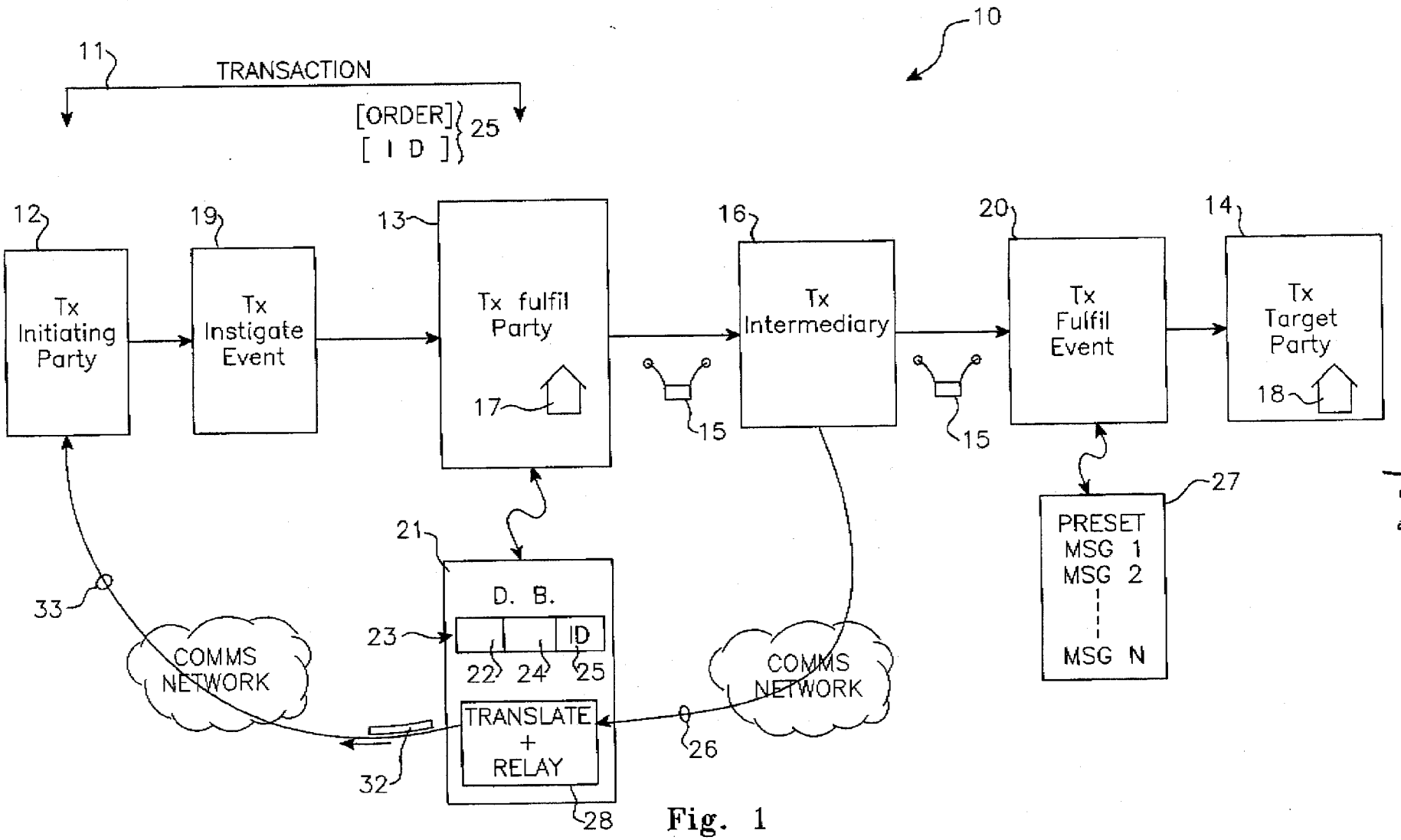


Fig. 1

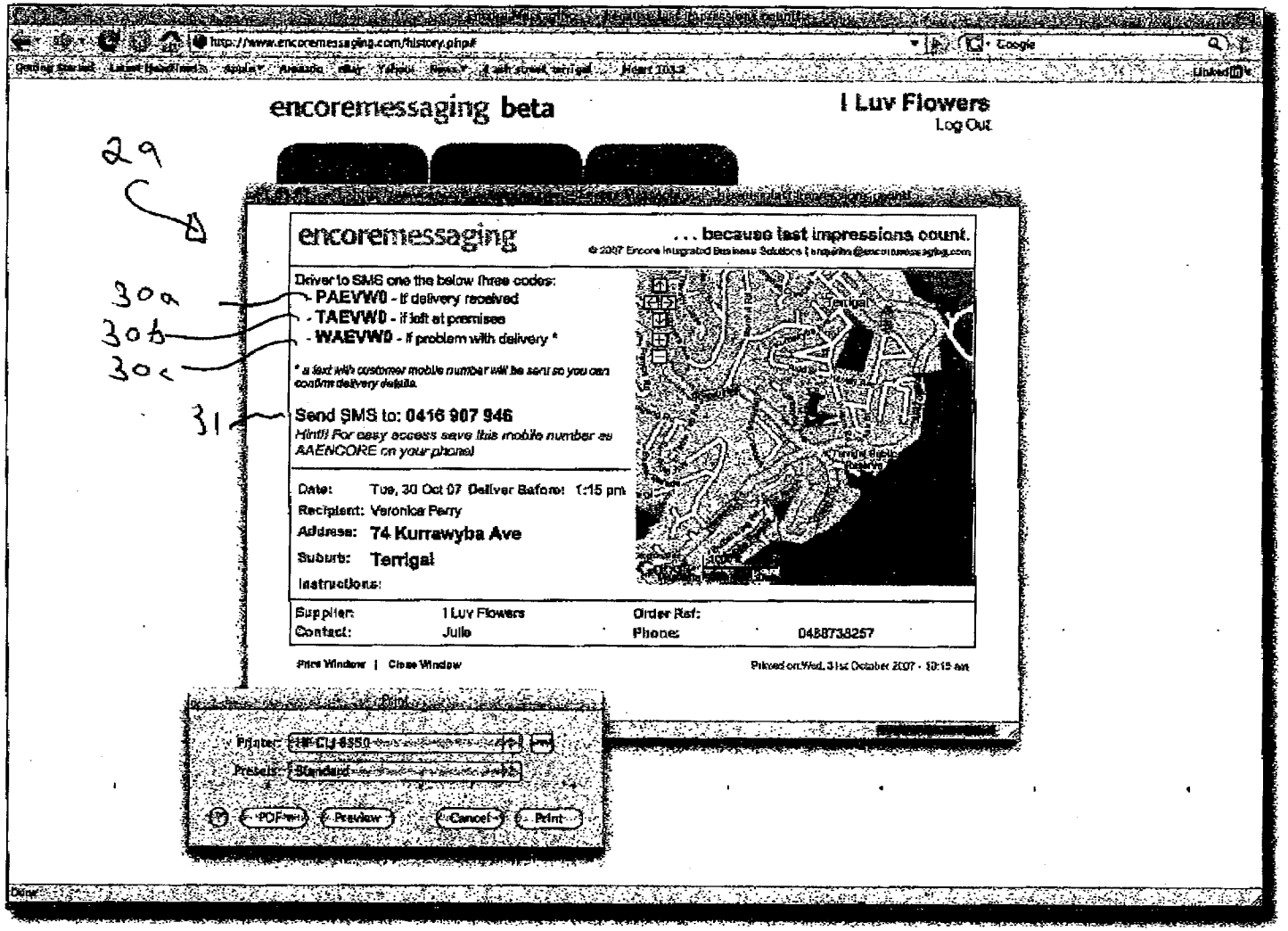
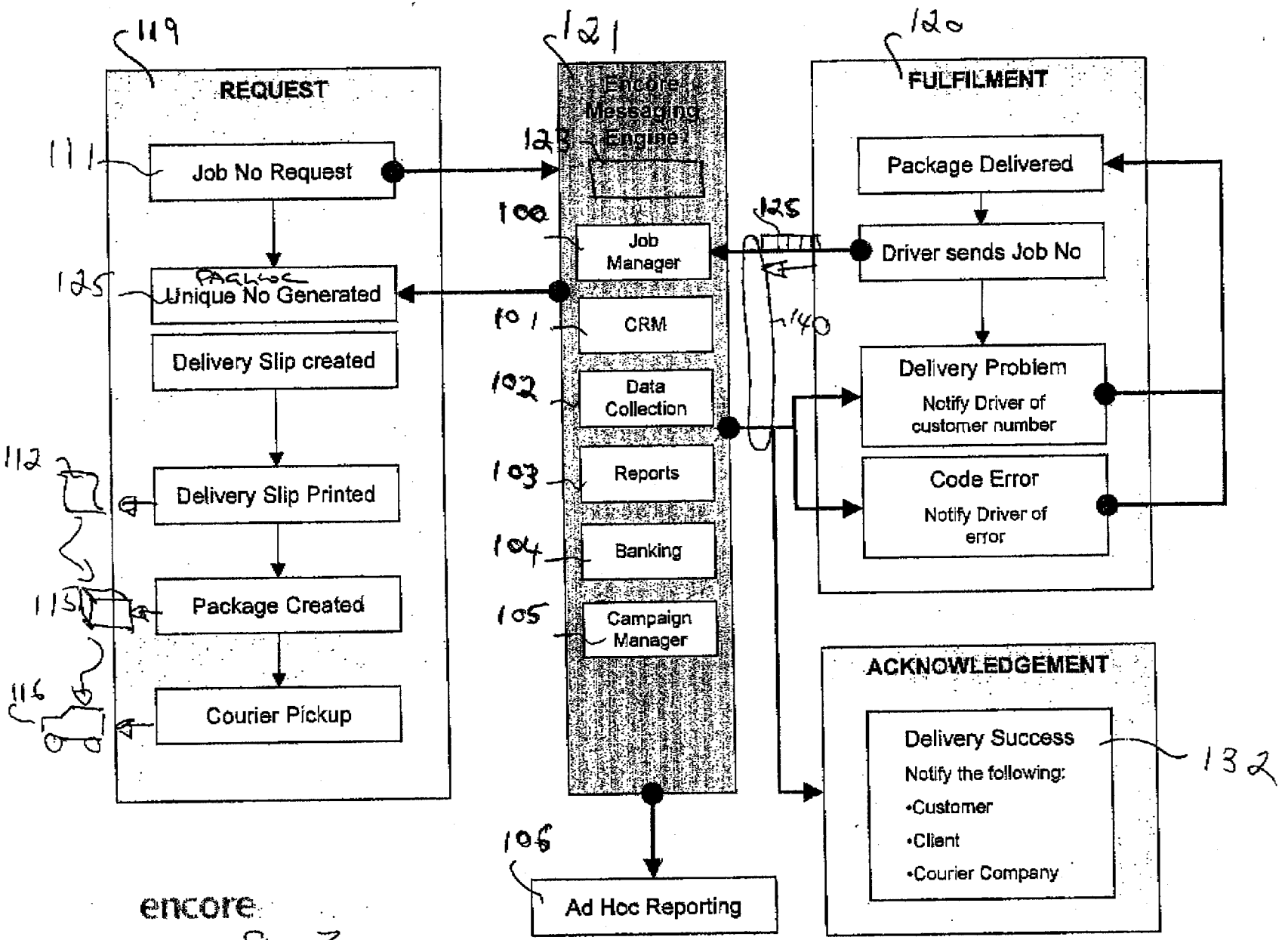


Fig 2



encore

fig 3

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encoremessaging beta

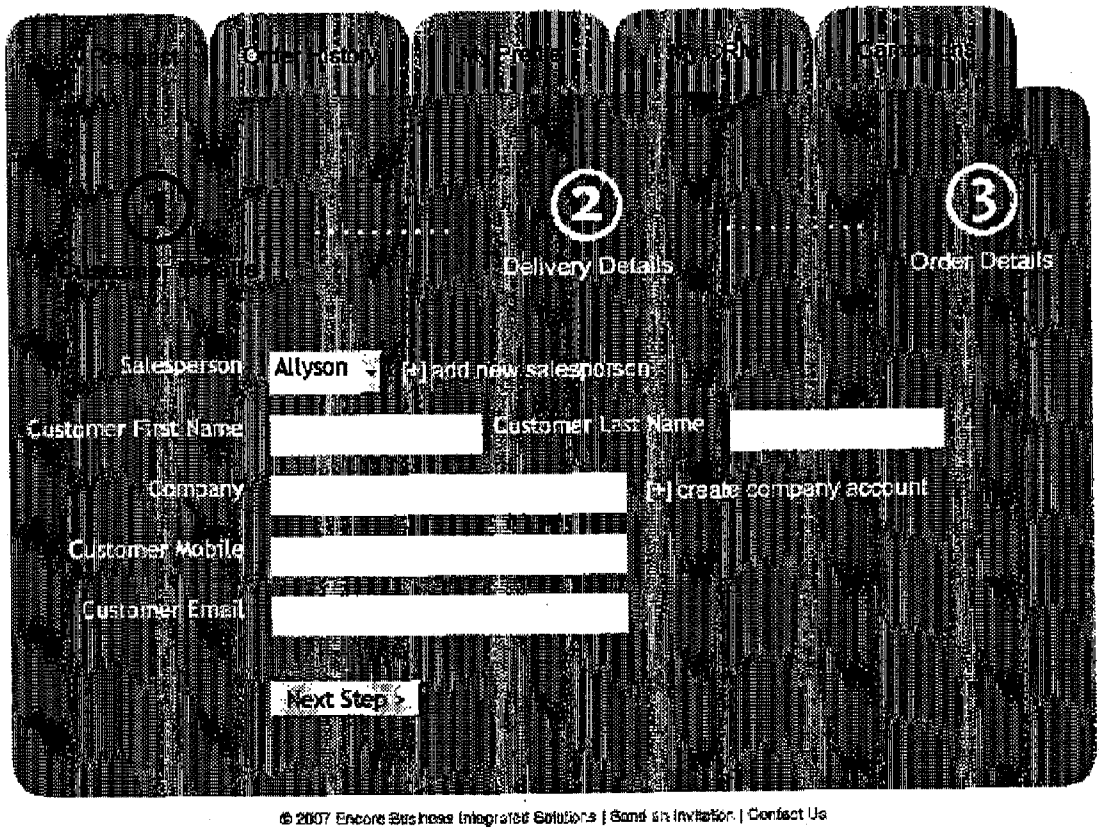
Screen Name:
User Login Page

Purpose:
Clients are issued with an access key in order to log onto the system. Each user has a unique email address / access key combination. Access is tracked & logged.

fig 4

5/08

New Requests



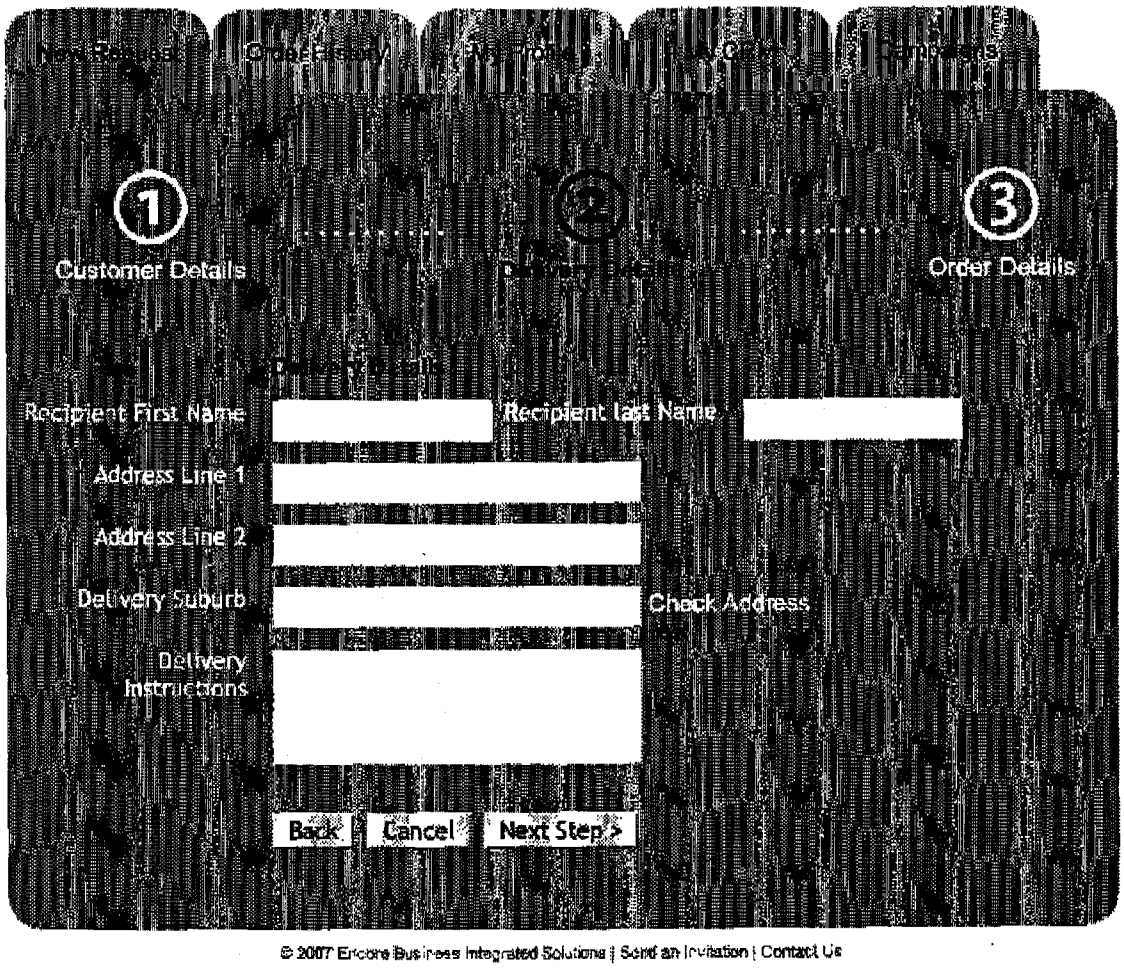
Screen Name:
Customer Details (Stage 1)

Purpose:
This page collects customer information for a new delivery request. The customer is the individual that will receive the SMS and email confirmation messages. Customer details are also saved to the CRM.

There is also a facility to create a Company account, for those customers that are on account and are billed weekly, monthly etc.

fig 5

6/28

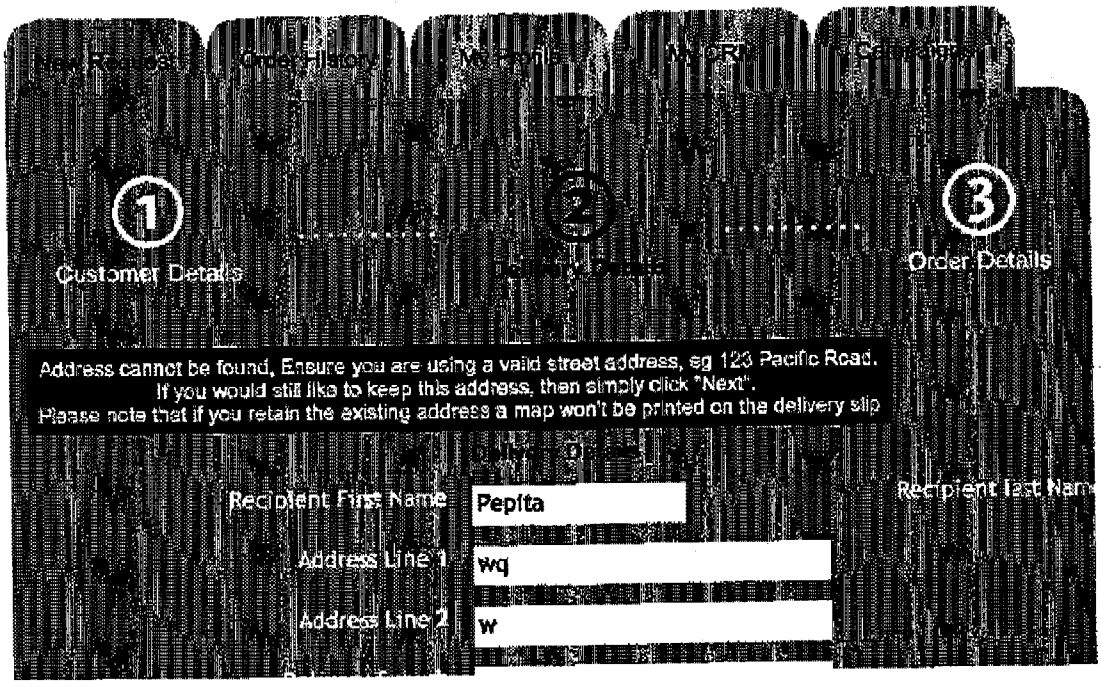


Screen Name:
Delivery Details (Stage 2)

Purpose:
Collects recipient information for a new delivery request. The recipient is the individual that will receive the package. The recipient details are also added to the CRM.

fig 6

7/28

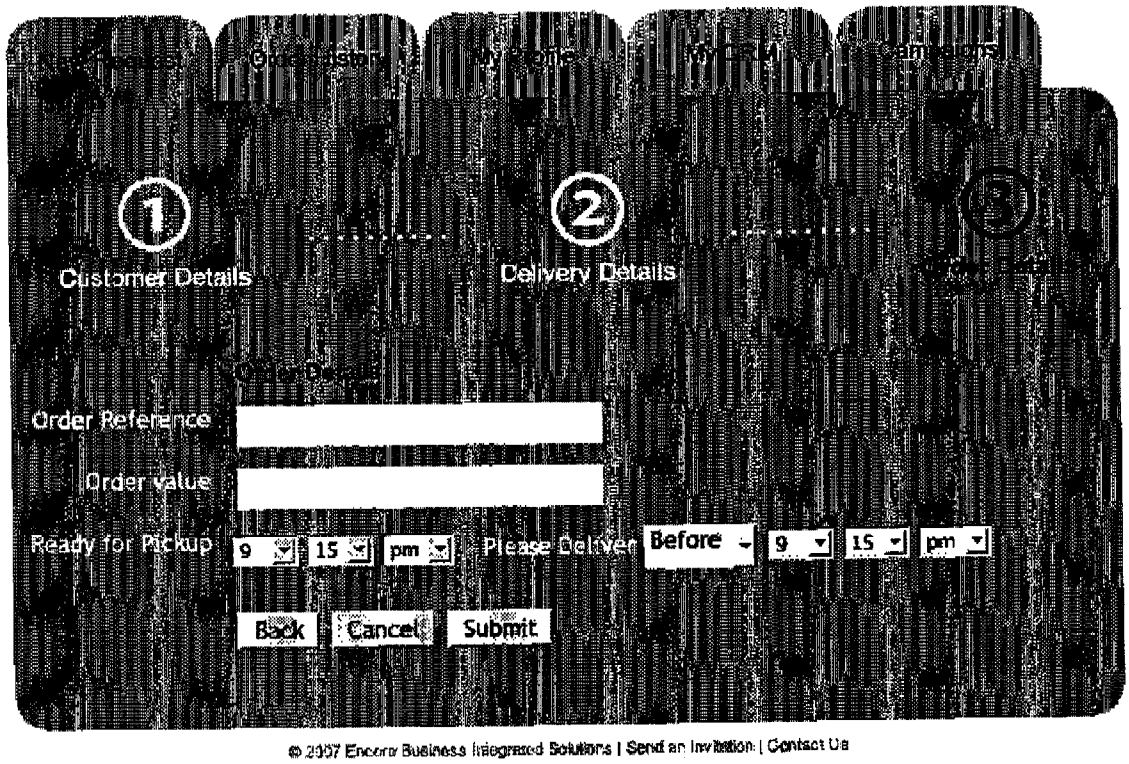


Screen Name:
Delivery Details (Stage 2) - Address Error

Purpose:
If the system can't successfully locate an address, it brings up an error as per above. The client can choose to continue, or select a new address. Reasons for an incorrect address could include spelling mistakes. Alternatively the address may be correct but not recognised by the automatic system, eg Erina Fair Shopping Center. In this case, the client can still continue but no map will be produced on the delivery slip.

fig 7

8/28



Screen Name:
Order Details (Stage 3)

Purpose:
Collects customer information for a new delivery request. Order reference & order value are optional and provide data for later statistical analysis by the client.

Pickup & delivery times are used for the courier on the delivery slip, courier notification (depending on the subscription level), and analysis on time efficiencies.

Shortly this screen will include other fields such as sales channel (phone, web, walk-in etc).

fig 8

9/28

Screen Name:
Completion

Purpose:
Completion of the new request process. Displays allocated Job ID/Code and links to print the Delivery Slip.

The Job ID/Code is designed along the following format:

Delivery Status (1 character) + Unique Code (3 characters) + Check sum (2 characters)

The code syntax is designed so that no 2 characters in a row are on the same key of a mobile phone key pad. This speeds up input on the keypad.

The checksum is designed to ensure that the number keyed in is correct. The reduces the chances of an SMS/email being sent to the incorrect recipient.

fig 9

10/08

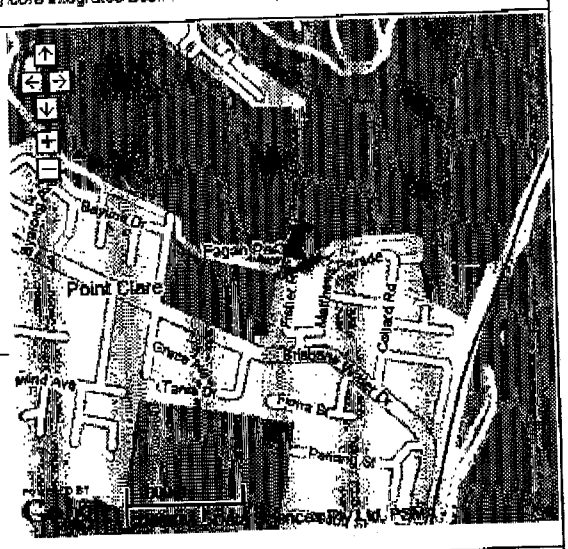
encoremessaging ... because last impressions count.

Driver to SMS one the below three codes:
- **PAHYW0** - if delivery received
- **TAHYW0** - if left at premises
- **WAHYW0** - if problem with delivery *

** a text with customer mobile number will be sent so you can confirm delivery details.*

Send SMS to: 0416 906 147

Hint!! For easy access save this mobile number as AAENCORE on your phone!



Date:	Mon, 28 Jan 08 Deliver Before: 9:15 pm		
Recipient:	Pepita Rigney		
Address:	**27 Fisher Road**		
Suburb:	**Point Clare**		
Instructions:	Beware of bird		
Supplier:	I Luv Flowers	Order Ref:	112
Contact:	Allyson	Phone:	0419555090

Printed on Mon, 28th January 2008 - 09:25 pm

Print Window | Close Window

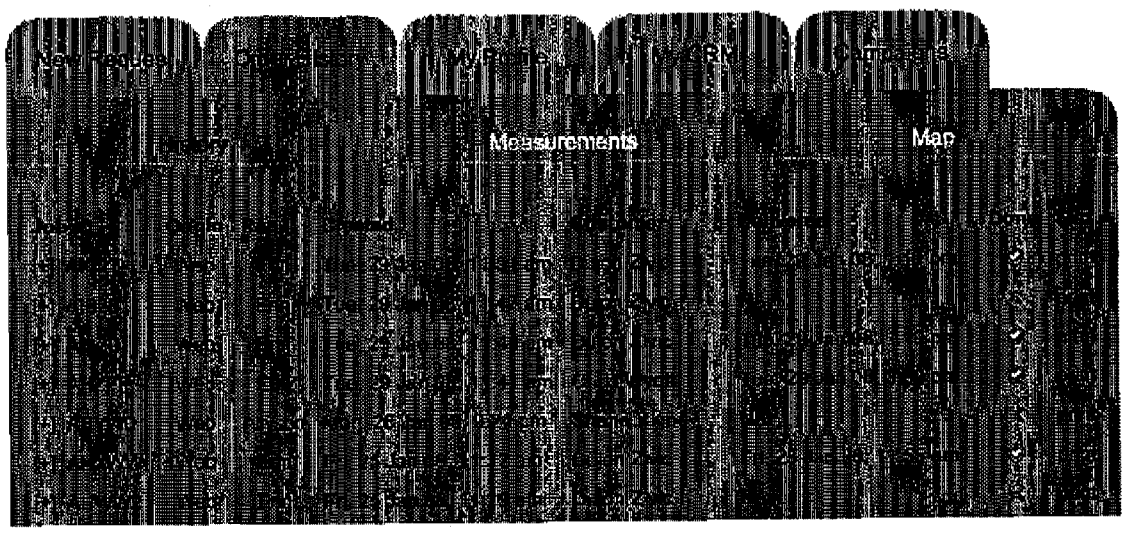
Screen Name:
Delivery Slip

Purpose:
Printable slip for the courier/delivery person. Includes a map (if there is a valid address), the delivery details, return mobile number to use (if it is a regular courier this should already be saved in their mobile as per the hint on the delivery slip) and the range of codes to be sent upon successful delivery, or if there is a problem.

fig 10

11/28

Order History



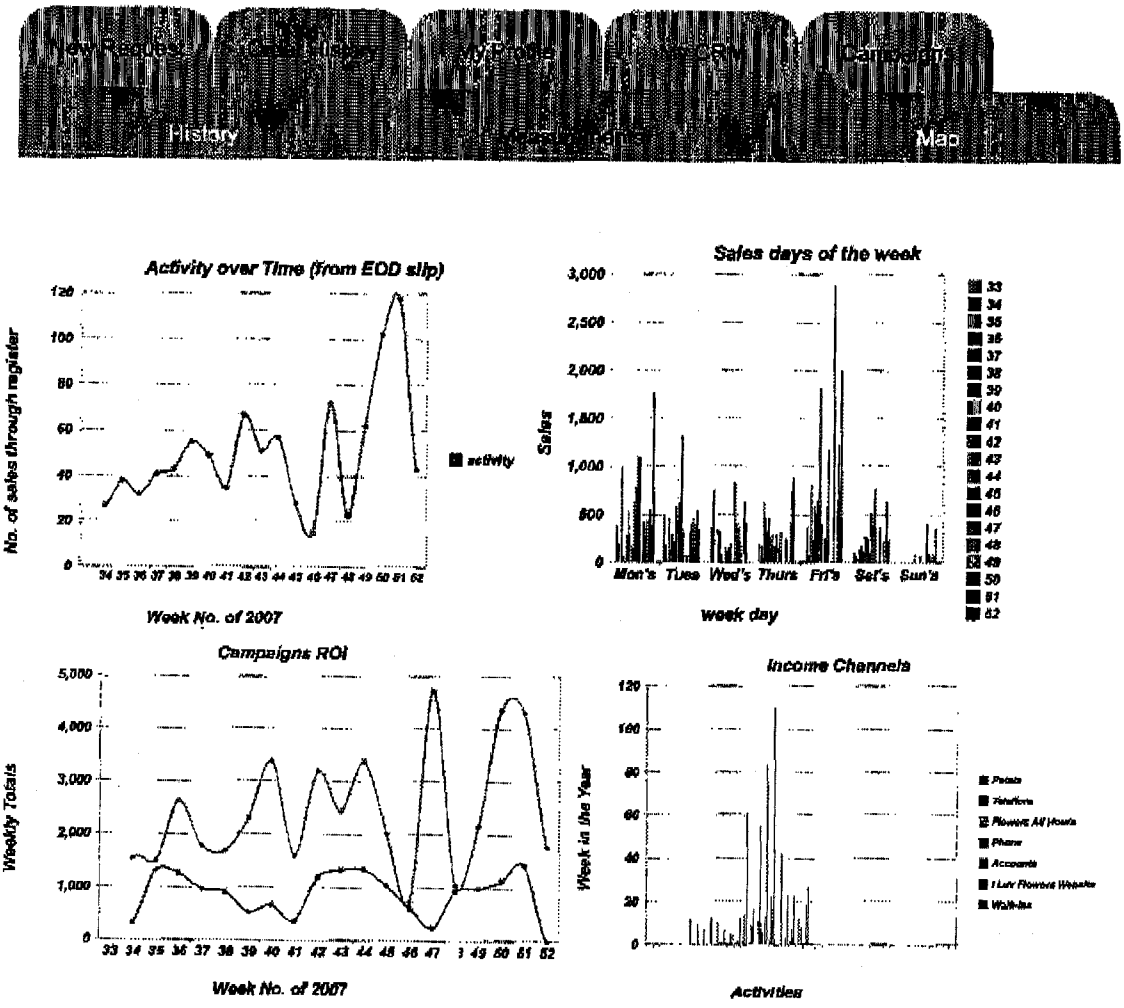
Screen Name:
Order History List

Purpose:
List of orders. Shows what jobs have been completed and which ones are still outstanding. For completed orders the system also shows time of completion, type of completion (eg left at premises, or accepted by recipient) & mobile number the completion was received from.

Delivery slips for an order can also be re-printed from here.

fig 11

12/28



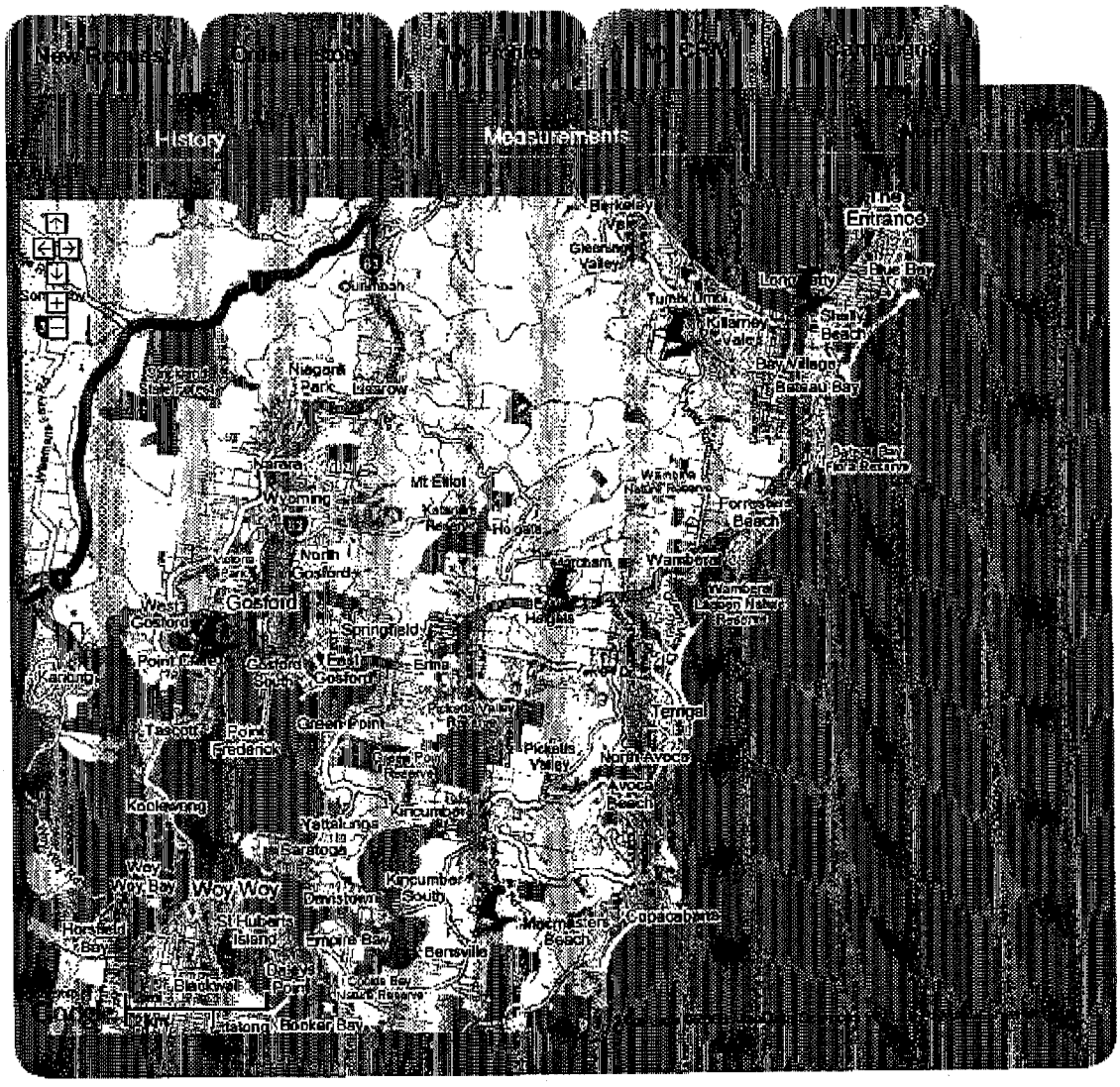
Screen Name:
Measurements & Statistics

Purpose:
Graphs, Statistics and Metrics showing sales and delivery trends based on the data captured during the request process.

Reports are updated in real time and are printable.

fig 12

13/28



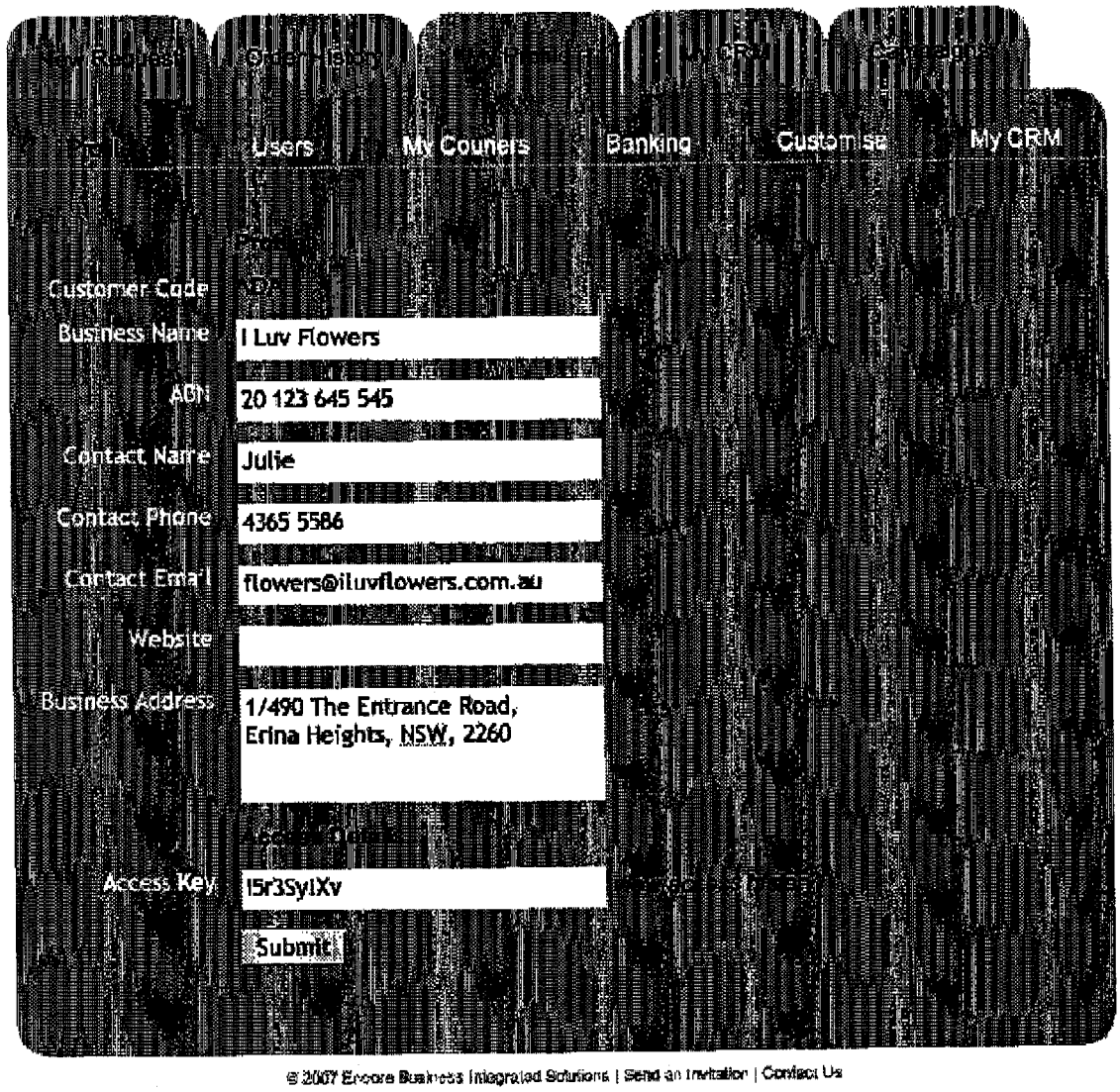
Screen Name:
Map

Purpose:
Shows markers for each delivery with a valid street address. This page will include filtering by day, courier etc. The system provides tools for both the client and courier to analyse delivery trends and potentially improve business processes as a result.

Fig 13

14/28

My Profile

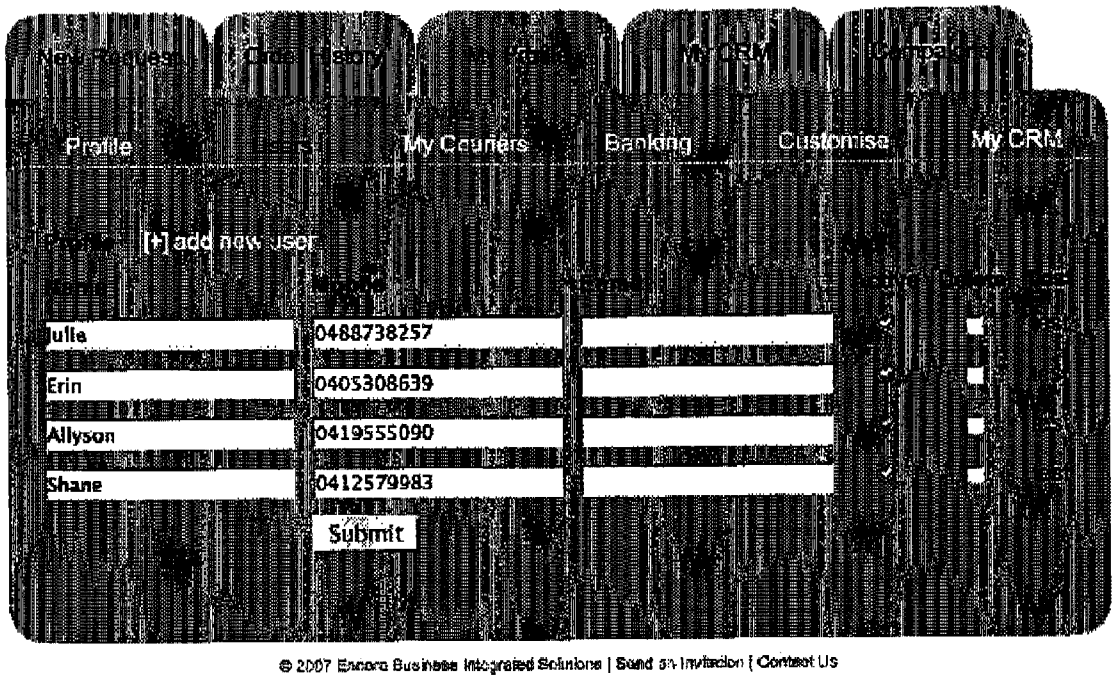


Screen Name:
Profile Details

Purpose:
Clients can update their business contact details.

fig 14

15/28



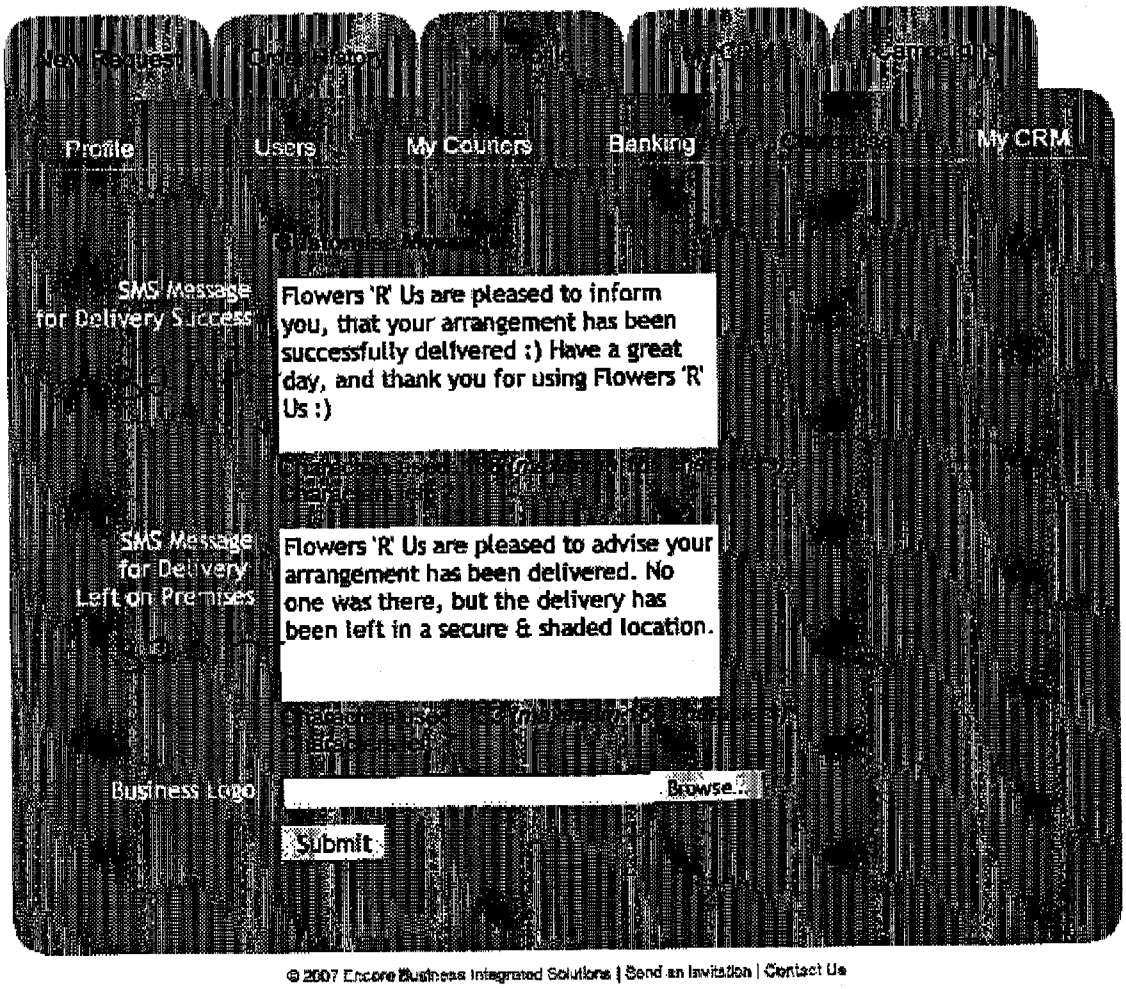
Screen Name:
Users

Purpose:
Users can be added, updated & deleted from the client account. A user must be registered in order to use the mobile only & email only request facility. A test can also be sent from this facility to test the system integrity and response.

fig 15

16/28

34



Screen Name:
Customise

Purpose:
Clients can update the SMS messages that a customer will receive when their package has been delivered.

They can also upload their logo for customising the email message that is sent.

Fig 16

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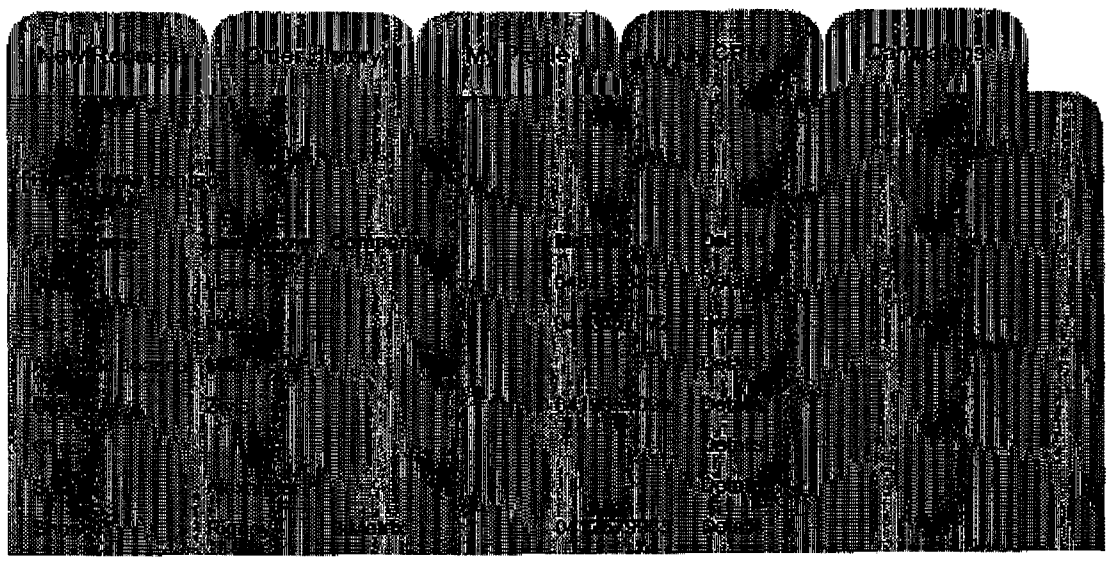
My CRM



Screen Name:
My CRM List

Purpose:
Clients can view and update their CRM. Data for the CRM is collected from previous requests. There is also the option creating a contact via "Add New Contact".

The number of fields available in the CRM is based on the subscription level of the client.

fig 17

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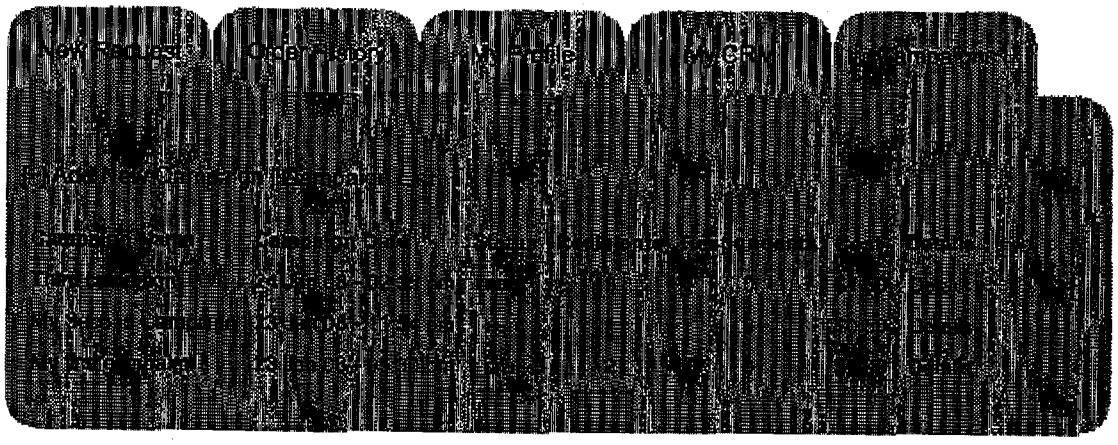
Campaign Management

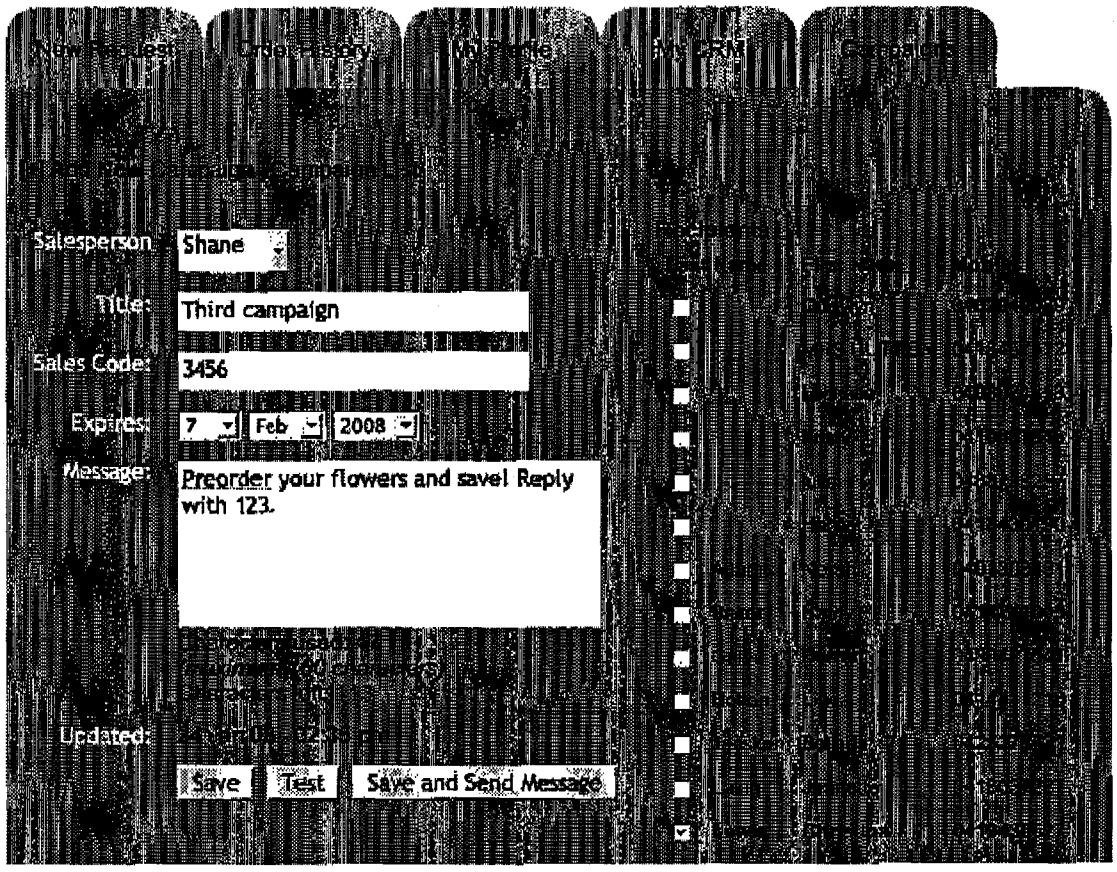


Screen Name:
Listing

Purpose:
Clients can create SMS campaigns using data (names, numbers & addresses) collected from delivery requests. The Campaign list shows campaign name, date & statistics including how many SMS were sent, how many have responded & the cost/ROI of that campaign.

fig 18

19/28



Screen Name:
Details

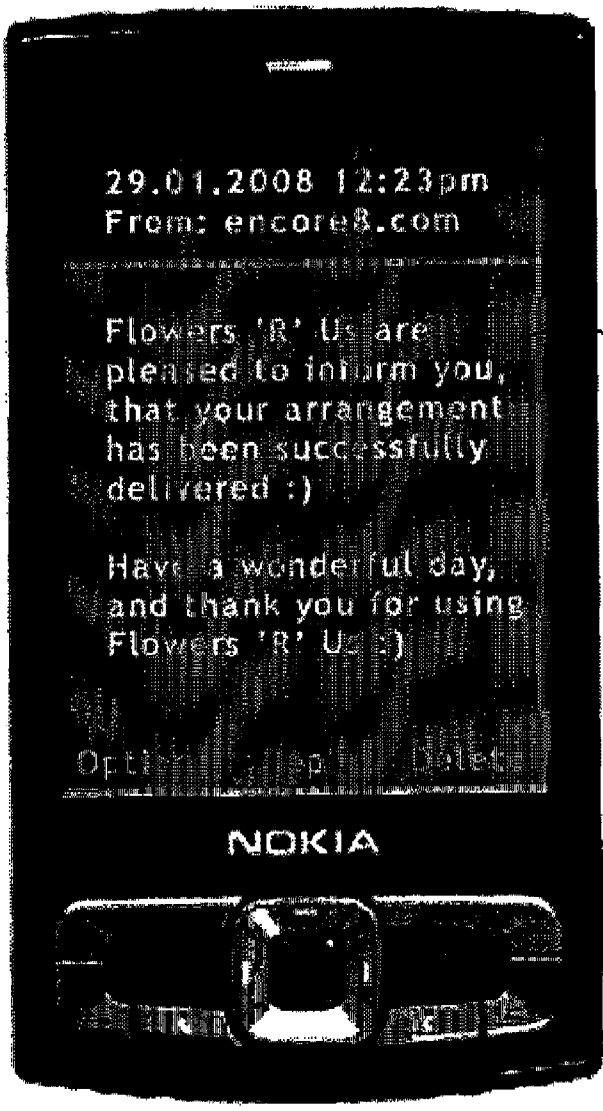
Purpose:
Clients set the message (max 160 characters in order to be contained in one message), expiry date for that campaign, who the recipients will be, title for the campaign, the sales member who is running the campaign and sales code (for tracking and analysis).

Page will also show who has responded, their response text, and time of response.

fig 19

20/28

Messages



141

132

Screen Name:
Success SMS

Purpose:
Example of message that is sent to customer upon delivery of their package.

Fig 20

21/28

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Dear Christina,

I Luv Flowers are pleased to advise your order to Rhondda at 12 Potter Street, , Russell-Lea has been successfully delivered.

If you would like us to remember this or any future occasion, please feel free to register online HERE

To place another order please visit our website at or call us on 4365 5586.

132

Kind Regards
I Luv Flowers

Screen Name:
Success Email - Customer

Purpose:
Example of the email that a customer will receive (along with their SMS) when a successful delivery has been made.

fig 21

22/28

encoremessaging beta

We are pleased to inform you that your order below has been delivered:
Job ID: AHF23
Order Ref:
Customer: Norah Adams
32 ~ **Notify Time** 2008-01-22 07:08:58
Recipient: Kara Jones
Recipient Address: 20 Coolawin Circle, , Narara

Screen Name:
Success Email - Client

Purpose:
Example of the email that a client will receive (along with their SMS) when a delivery has been made. This email is principally used for record keeping.

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32 ~ Courier has texted incorrect Job No/Code
Job No: AHF23
Original String: 1|1072|61415807125|2008-01-22 06:56:27|Found|TAHF23 PAHE24 PAHD25

Screen Name:
Error Email - Client

Purpose: Example of the email that a client will receive if courier attempts to send incorrect data.

fig 22

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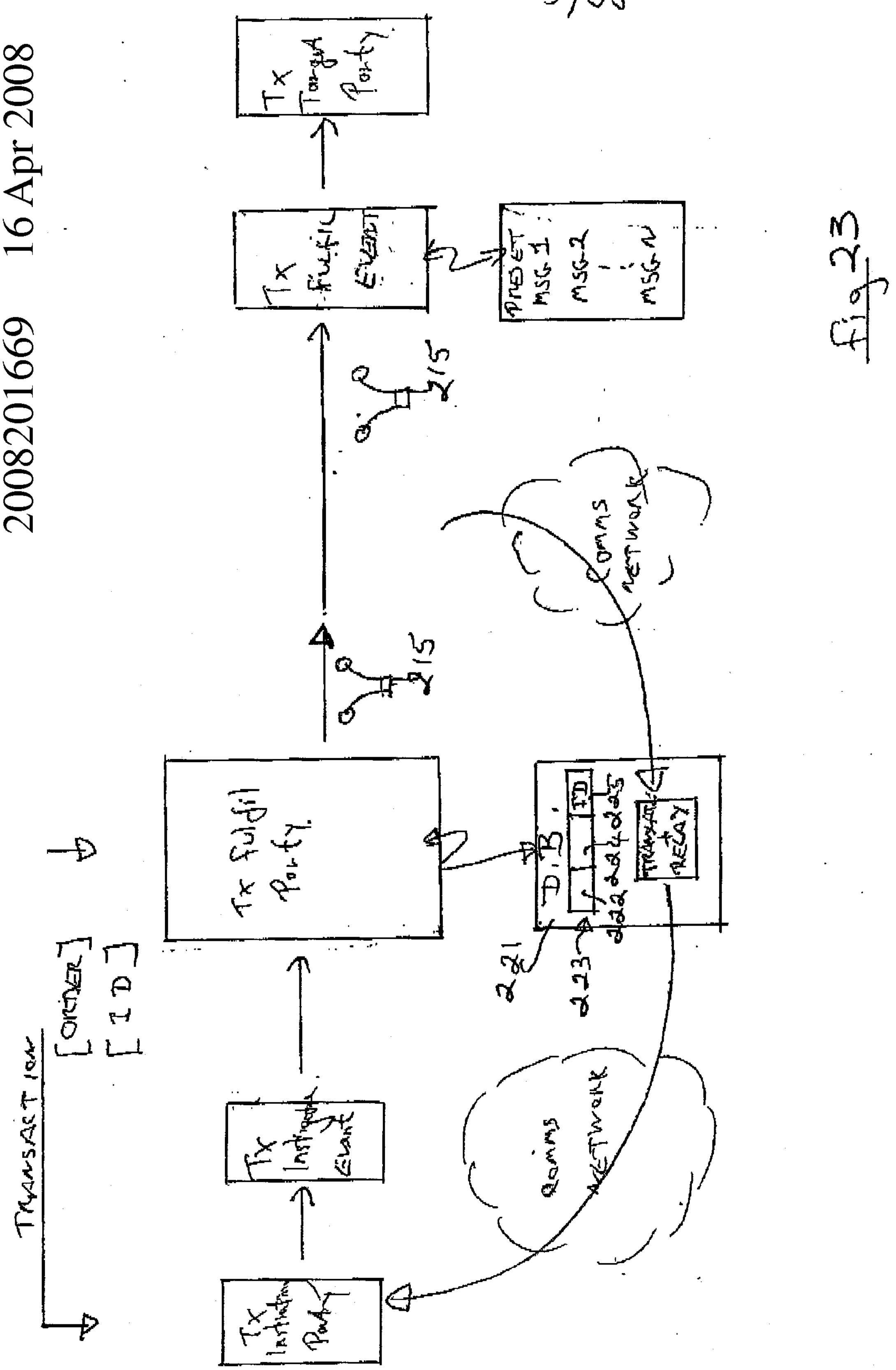
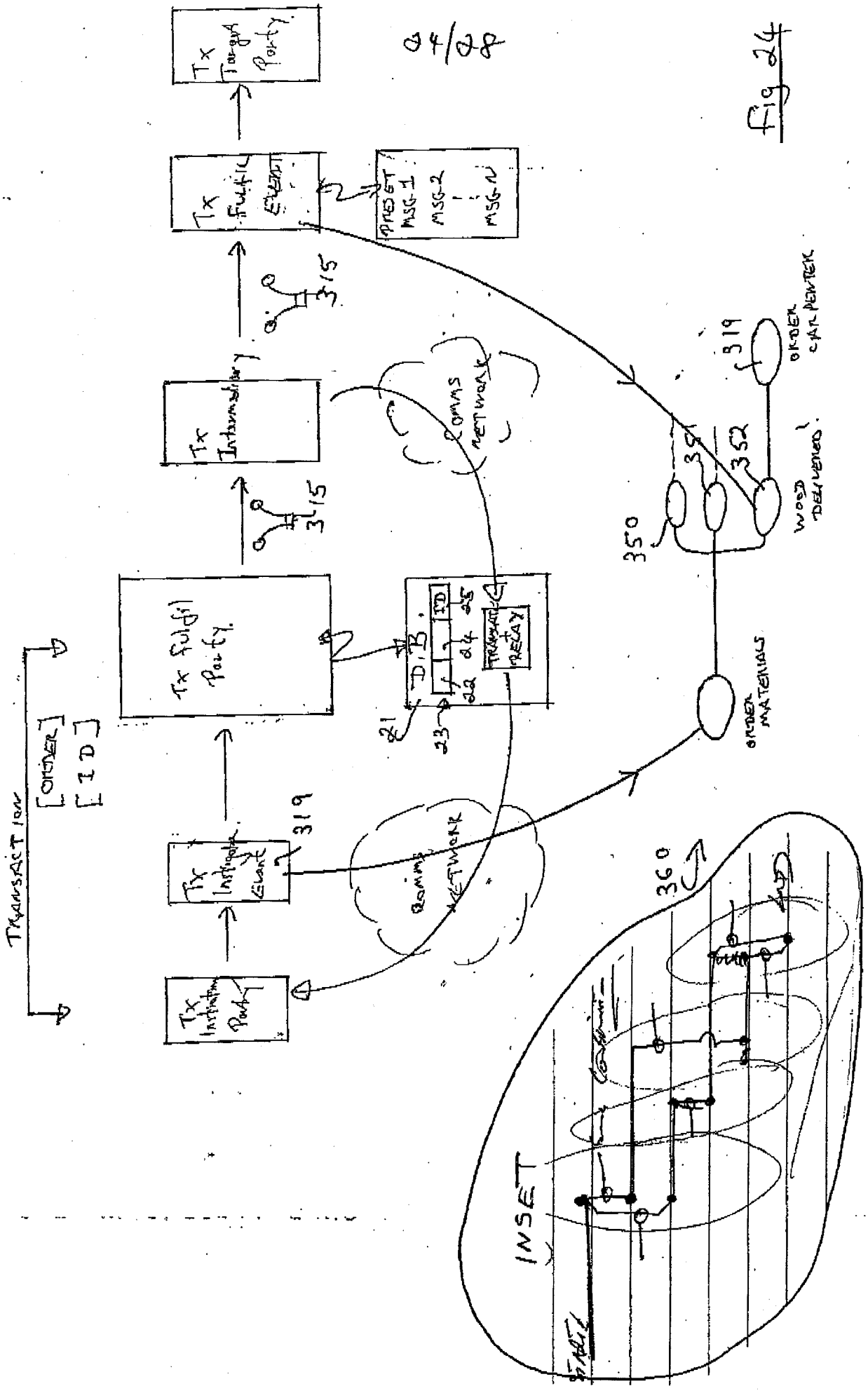


Fig 23

COMS ID No: ARCS-186944 Received by IP Australia: Time (H:m) 21:06 Date (Y-M-d) 2008-04-15



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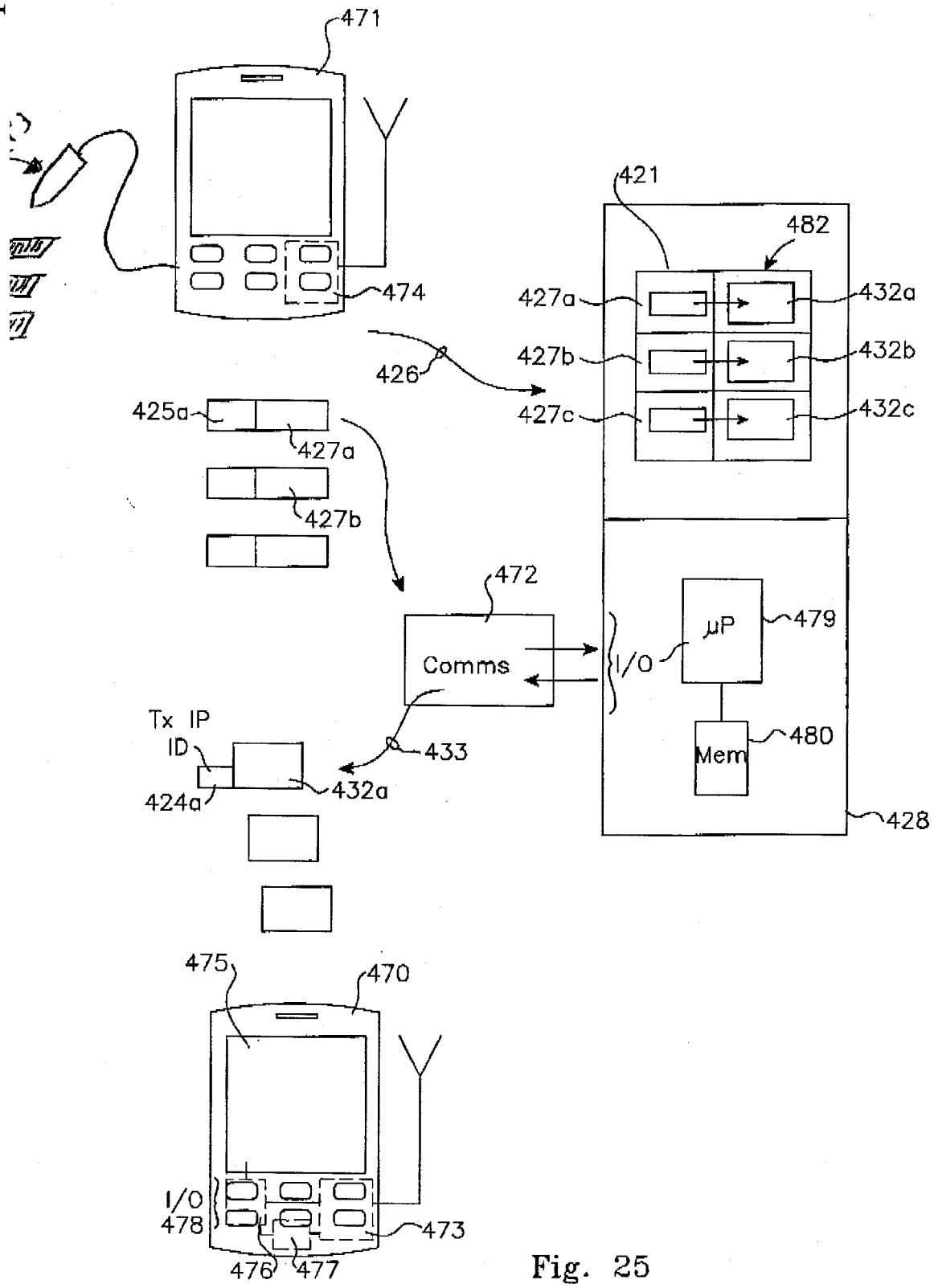

Fig. 25

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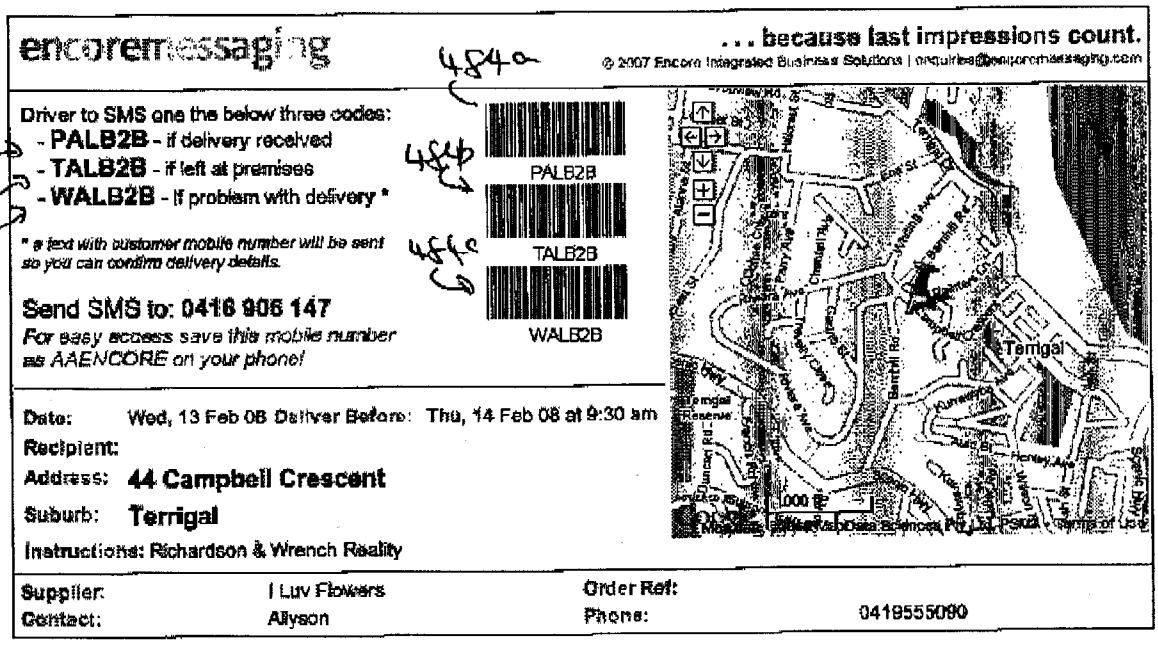
You replied on 18-Mar-08 10:50 AM.

Peter Dummer

From: Shane@Bimetrix [shane@bimetrix.com.au] **Sent:** Tue 18-Mar-08 9:50 AM
To: Peter Dummer
Cc: Dujon Zivic
Subject: Encore :: Updated screen shot of delivery slip (with barcode)
Attachments:

Good morning Peter,

Please find attached an updated screenshot of a delivery slip that shows the barcode, as discussed.
If you need any more information please let me know.



Kind Regards

Shane Rigney
Principal Developer | Director
BiMetrix Pty Ltd

T 1300 BiMetrix
M 0412 579 983
F (02) 9475 0729
E Shane@BiMetrix.com.au

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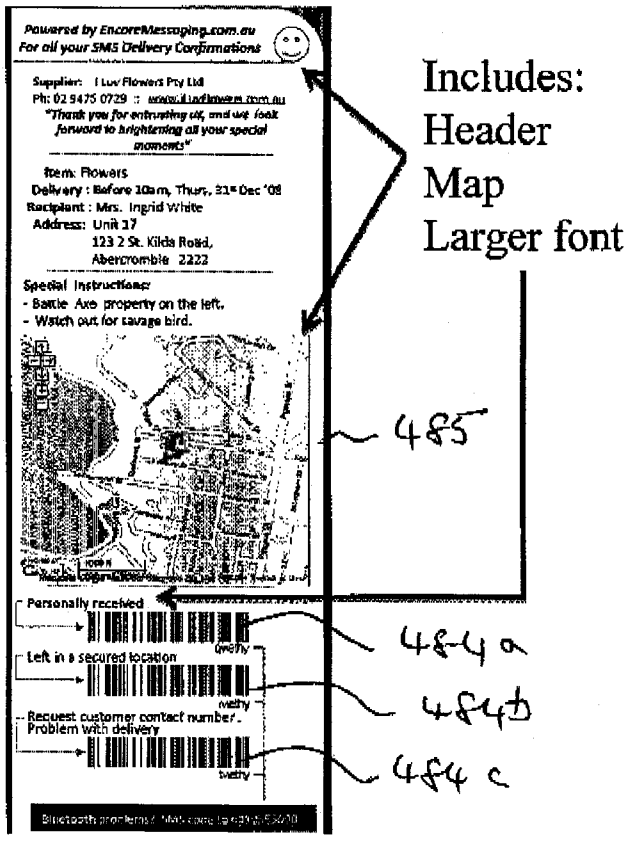
27/28

1. Full length receipt from Point of Sale **paper role** (close to scale)



2. Half length receipt from Point of Sale using **Labeler** (adhesive back) role. (close to scale)

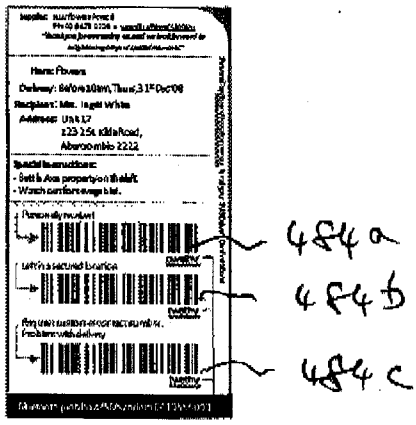


Fig 27

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encoremessaging

Plans

We've developed a range plans to ensure there's one to suit your business.

Features	Quick Start (via mobile phone only)	Basic	Standard	Premium
SMS Delivery Confirmation				
Customer	√	√	√	√
Supplier	-	-	√	√
Courier	-	-	-	Optional
Customised message	-	-	√	√
Email Delivery Confirmation				
Customer	-	√	√	√
Supplier	-	√	√	√
Courier	-	-	√	√
Customised message incl. logo	-	-	-	√
Online delivery management				
Delivery slip print out	-	-	√	√
SMS Courier pick-up request	-	-	-	√
Email Courier pick-up request	-	-	-	√
Customised online database				
Order and delivery details log	-	√	√	√
CRM – 4 additional fields	-	-	-	√
CRM – 8 additional fields	-	-	Deluxe	Deluxe
CRM – 16 additional fields	-	-	-	Professional
Job Sheet print out	-	-	-	Professional
Export data	-	-	Deluxe	Deluxe
Account management				
Manage Encore Messaging account online	–	√	√	√
Create corporate accounts	–	–	–	Professional
Weekly Accounts report	–	–	–	Professional
Reports				
Online order history	–	√	√	√
Weekly reports	–	√	√	√
Sales				
Automatic reminders via email and SMS	–	–	Deluxe	Deluxe
Personalised promotional SMS and emails				Professional

Upgrade your Standard or Premium plans with the Deluxe ($4.95 per week) or Professional ($14.95 per week) packages to access the additional features listed above. Note: the Professional package includes all Deluxe and Professional features listed above.

Give your customers an experience they'll keep coming back for

Call 1300 246 387 or visit www.encoremessaging.com.au