



## SMS: The Benefits of Texting

There are significant business benefits and improvements in customer satisfaction to be realised from being able to send a group of people a text message.

One simple use, which can potentially make large savings, is to use text messages as a reminder. There is often wasted time and effort when officers call at a property for, say, a housing repair request, pest officer visit or special collection, and there is no one at home. In many cases, customers book these services days or even weeks in advance and the appointment is easily forgotten. By building in simple integration to a SMS gateway, a CRM system can automatically send a text message reminder the day before the visit (or on the morning of the visit if preferred) to remind the resident of the appointment. This can save money and time and reduce frustration and delay for our customers.

Another use of text is to advise all the residents in a particular street that there are problems with a waste pick up, e.g. due to parked cars. This can be particularly useful for areas where there are ongoing problems. Once the mobile numbers have been obtained residents can be advised if there are problems with access and be kept up-to-date with details of when the crew will return – thus preventing an influx of calls and complaints to the contact centre.

A further use of text messages is to improve communication with special interest groups. There is a requirement (PSTO G3) for councils to provide a facility on their websites for special interest groups. Once the council has a list of people registered for a special interest, it is easy to send them a text message letting them know about relevant activities or informing them that there is new information relating to their interest on the website.

*To find out more please contact us:*

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