

Bulk SMS and the Public Sector

PhonovationResponse SMS Gateway Software improves Public Sector communication

Previous attempts to launch Internet-based Government communication initiatives have failed because of low internet usage, high internet costs and deficient internet knowledge on behalf of the public and some state run institutions. Furthermore, when communicating emergencies, natural disasters or even simple train delays through an email based system messages can be delayed or are simply not read.

Mobile Everywhere

SMS messaging can communicate to the masses using a ubiquitous piece of modern technology – the mobile phone. 100% of the population has immediate access to a mobile phone and operating such devices does not

need specialised training.

Access to public bodies is as important as the information coming from them.

Incorporating SMS technology into your IT infrastructure will allow you to send large quantities of messages from any PC to multiple mobile phones, ensuring instantaneous, cost-efficient communication between your agency and the public.

The State can use SMS technology to activate a multitude of communication schemes including:

- electoral or referenda voting based programmes

- a highly efficient warning or alerting service
- a public transport alerting service highlighting delays, cancellations or closures
- regular SMS bulletins alerting to road accidents, closures and traffic problems

The public also will be able to communicate directly with relevant departments without feeling frustrated at the usual lengthy and complicated communication methods.

These include:

Voting or responding to surveys

Paying parking tickets by SMS

Buying public transport travel tickets

Communicating public disorder

Current State Department problems	SMS Messaging Service Solutions
Lack of communication between office and field based staff	Establish a PhonovationResponse SMS Gateway messaging platform to improve flow of information
Social issues not reported as people feel let down by an inefficient reporting system	Initiate a PhonovationResponse SMS messaging service with an instant reporting and response mechanism to solve customer dissatisfaction
People waste time in long queues at Government offices (e.g. welfare or employment offices)	Establish an SMS appointment booking system or numbering alert system to reduce waiting times
Reduced participation in elections or other voting forums	Allow SMS votes to encourage participation
Frustration at work stoppages or system failures	Activate an SMS automated alert system to activate technicians before complete failure of operating system
The public not availing of all community services e.g. libraries	Highlight campaigns for libraries – allowing SMS based book reservation
Uncertainty in the face of emergency	Communicate weather, flood, natural disaster warnings and prepared emergency plans

The PhonovationResponse SMS Gateway can increase department efficiency and performance while reducing communication flaws and revenue spend.

The powerful PhonovationResponse SMS Gateway is robust enough to handle the most demanding of SMS campaigns. With a unique capacity to send 500 SMS per second it can provide a 24/7 fail safe platform for your service.

Phonovation's SMS gateway is used by some of Europe's biggest companies - Investec, Liberty Insurance, Vodafone and UPC - to help drive sales, improve customer communication, reduce costs and provide a better customer service.

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