



PRODUCT SHOWCASE

First Aid Charity implements SMS solution for quickly and effective communicate with staff and volunteers

St John Ambulance has selected the autonomous web-based SMS solution from Text Messaging Centre (TMC) to communicate efficiently with its substantial volunteer base throughout the Sussex region via two-way SMS messaging. The web-based SMS solution has been implemented throughout the Patient Transport section of St John Ambulance Sussex, to enable operators to contact volunteers and staff quickly when new jobs come in or when staff cover is urgently required. The quick send and respond times of TMC's web-based SMS solution have speeded up reaction time from registered volunteers resulting in huge time and cost savings for the not-for-profit organisation.

Since implementing the SMS solution St John Ambulance has seen a dramatic reduction in the amount of time spent contacting volunteers to find out their availability for particular tasks, thanks to two-way SMS messaging.

Matthew Codling, Operational Services Manager for St John Ambulance Sussex explains, "Communication via with our staff and volunteers is fundamental to the successful running of the organisation. Using two-way SMS messaging has allowed us to free up the amount of time spent calling a list of volunteers – which was a full time job in itself."

Codling continues, "We can now send one simple text out to our team of volunteers simultaneously, ensuring everyone receives the same information at the same time. It has also meant we can target volunteers much more rapidly, as people tend to respond more quickly to text than a missed phone call."

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