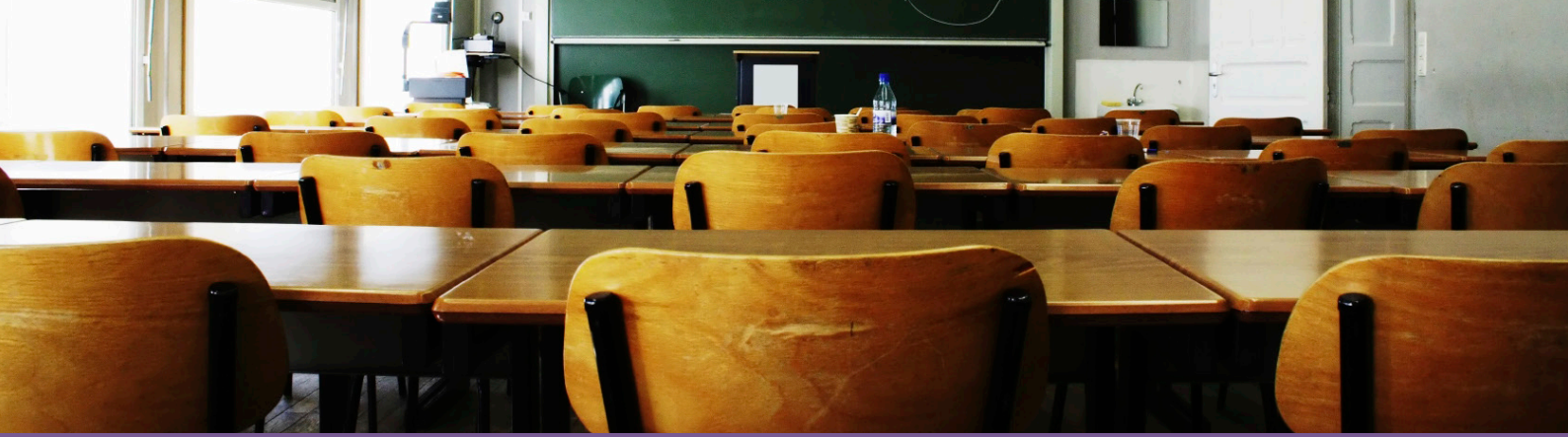




SMS in education

White paper





Why SMS is so powerful

In education, stakeholders include teachers, trainers, parents and pupils. SMS can be an effective way to communicate with all of them. Not only is SMS instantaneous, it's also widely accessible, with almost every parent and student having access to their own mobile phone. Furthermore, text messages are significantly cheaper and quicker than letters, far more likely to be read than email and much more convenient than making phone calls.

Staff communication

Reminders

Send a text message direct to your staffs' phone reminding them of upcoming events such as training days or meetings. Using SMS saves time as it can be sent to all concerned instantly and helps make sure everyone turns up to important events.

Arrange cover

In the event of staff absences at short notice, it is vital to find cover staff as quick as possible to cause minimal disruption to teaching. A simple SMS message can be sent immediately to a group of cover staff in one go with details of the relief employment - far quicker than phoning around trying to find cover. Not only is it a much quicker process, it's highly targeted and efficient so it's more likely a shift will be covered at short notice.

Parent communication

Absence alerts

Parents can text the school to report a pupil absent. Using SMS makes it a quick, hassle free process and reduces the amount of calls reception will receive. Alternatively, parents can be notified of a pupil absence via SMS instantly. Doing so will help reduce truancy and foster excellent relationships with schools. Parents can also be informed when their child is ill, so arrangements can be made to collect them from school easily.

Summer updates

Keep parents updated over the summer period. School re-opening times, book lists and uniform reminders can be sent to all parents instantly and at a low cost to help keep parents in the know.



Emergency alerts

A variety of time-critical messages have to be delivered. Parents may not always be able to be reached by phone, especially during working hours, and emails aren't always being checked. An SMS message is delivered straight to their phone and with 98% of text messages being opened compared to 22% for emails (Frost & Sullivan), your message will be received in no time. Whether it's school closures due to adverse weather conditions or sports day cancellations, using SMS will make sure parents know on time.

Notifications

Rather than sending reports or important letters home with the pupils and expecting parents to find them crumpled up in their childrens' bags, simply send an sms notifying them. This way every message will be received.

Event reminders

Make sure parents don't forget upcoming events or payments - send an sms reminder about parents evening, inset days or upcoming tuition payments.

Student communication

Scheduling

When schedules are ever changing, make sure your pupils know where they need to be and when they need to be there. Notify them instantly of room changes, school closures or cancelled meetings. Even send reminders of tutor appointments, lectures and special events to keep students on top of their schedules.

Exams and deadlines

We all know how stressful the exam period can be! A simple good luck message sent to students before an exam can help calm their nerves to get the most out of your pupils. Sidestep the confusion of results day - pupils can be notified instantly when their results become available, a link can even be sent via SMS enabling instant access to their results.

Upcoming deadlines can be easily forgotten. When deadlines are fast approaching students can be notified with a simple text message, so work gets handed in on time.

Library reminders

With high volumes of books being taken out of school and university libraries at any one time, it's important to stay on top of books' whereabouts to ensure students can have access to all the resources they may ever need. Text messages can be sent out to students when their library books need to be returned as well as reminders of overdue books. Also, notify students straight away with a text when a book they are waiting for has been returned to the library and is now available.



Here's how we've helped RED...

RED Driving School have become a market leading school for those learning to drive with a reputation for being results-driven! We've been working closely with RED since 2011, during which time we've helped to accelerate a solid SMS strategy.

RED use SMS for updating instructors with the booking confirmations, sending texts to pupils about refunds and for sending lesson cancellations to instructors. Instructors are sent new customer introductions and booking reminders – this is great for when instructors are on the move as they carry their mobiles with them everywhere they go.

RED offers a pre-pay booking model. This provides pupils with discounts and enables instructors to concentrate on what they do best – teach. When pupils want to cancel lessons and need a refund, RED will drop them a text asking the pupil to call so the refund can be processed.

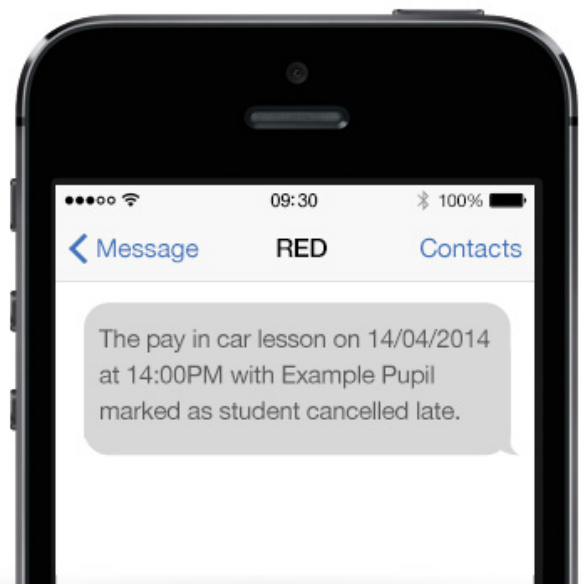
More recently RED have started using marketing text messages for their Instructor Training courses, sending their best offers by text message either in conjunction with an email or on its own. So far, this has shown pretty decent results.



"We needed a way to automatically send text messages from our booking software and the Esendex API looked to fit the bill.

It was straight forward, both the web interface and the API are easy to use and for the API the documentation and support helped us work through any kinks."

ICT Operations Manager, RED





Get in touch



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