



CASE STUDY

SMS Online

PROFILE



Industry
Education

Founded
1949

Website
www.bca.ac.uk

Category
B2C

Customer Since
2006

PROJECT

Objective

Needed a solution that would enable the College to instantly communicate with staff members and students. Also wanted to provide a way for students to contact the College.

Solution

Selected SMS Online for its bulk SMS capabilities allowing the college to contact registered members via one click of a button. Chosen for its familiarity and ease of use.



Business Impact

The college has saved valuable time and money, allowing staff to dedicate time to other areas, leading to improved efficiency. Also improved student communication.

Berkshire College of Agriculture adopts SMS Online to communicate with students

Berkshire College of Agriculture (BCA), established in 1949, provides specialist training for pupils aged 16+. It offers courses in the leisure, caring and land-based industries, ranging from animal management to floristry. Like any other large organisation, it is essential that pupils can be contacted swiftly and at short notice.

The Challenge

BCA required a solution that would provide instant communication channels between staff and students, regarding any issues. Following research, Sarah Irving, Head of Marketing and Customer Services, BCA, contacted M:Science and decided that the company would be a suitable provider for the college's needs.

The Solution

M:Science recommended that BCA employed the M:Science's SMS Online solution. The simple, online account set-up and easy-to-use interface made this product the most appropriate for the college.

The SMS Online interface is very similar in both navigation and architecture to popular email providers such as Microsoft Hotmail. This provides instant familiarity with the product for any user familiar with web based emails.

Once registered with M:Science, the SMS Online account can be accessed from any web browser worldwide, and messages are sent and received in the same method as with any modern online email account.

The SMS Online product provides similar features in the way of an address book, a list of popular/common numbers used, and a complete log of all sent, received and draft messages, including their delivery status and time and date settings.

In addition, this solution facilitates SMS campaigns, sending messages to pre-grouped lists of numbers simultaneously. The college opted to purchase 5000 messages, reducing the message cost to 7.5pence each.

"Every summer we send a greeting card to all students joining us in September, wishing them a good summer. This year we included our SMS number, encouraging students to register with us. We have also used the service for appointment reminders, which has led to an increase in attendance."

"During our enrolment week in September, we shall be marketing the SMS number to students to encourage them to register with us, so we can keep them informed of things such as room and timetable changes; and also the important things like College parties!"

The Results

Sarah Irving identified several uses and benefits of SMS Online in the college, as she explained: "Every summer we send a greeting card to all students joining us in September, wishing them a good summer. This year we included our SMS number, encouraging students to register with us. We have also used the service for appointment reminders, which has led to an increase in attendance."

Additionally, the college are pleased with how user-friendly the SMS Online is, and also how little training was required following the account set-up, enabling BCA to realise an instant positive effect of this new communication channel.

Through being able to contact a large group of students in just one click, the college has saved valuable time and money, allowing staff to dedicate time to other areas, leading to improved efficiency.

The chance for students to give instant feedback means that issues can be resolved more swiftly and smoothly. If a student needs to contact a member of staff who is unavailable, they can directly contact the relevant person, without relying on others to deliver messages.



Future plans

Irving has been so impressed with the results of SMS Online that she is planning to put the service to further use: "During our enrolment week in September, we shall be marketing the SMS number to students to encourage them to register with us, so we keep them informed of things such as room and timetable changes; and also 1 important things like College partie



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