

# MOBILE CORPORATE MESSAGING

## Solutions for the public sector

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### Product Sheet: **Community Text**

Dialogue's community text service is a web-based service that allows simple and effective two-way SMS messaging communication between you and the public. It's a fully hosted service (you need no equipment other than a PC with web access) and the service can be available and operational within a few days.

The public sector is constantly looking for new ways to interact with their public and Dialogue's community text service can be used to:

- Communicate
- Gauge their opinions
- Gather Feedback
- Send out alerts
- Provide information

Mobile solutions can help save money, provide another form of contact for the public and allows you to interact with the community in a more personalised way.

The user can text in to either an 11 digit long number or a shortcode, which has the unique functionality that it can be directly assigned to an authorised e-mail address and a reply sent direct to the handset as a text message.

The types of mobile campaigns available to interact and communicate with the public include:

- Database Builder
- Text to Email or Text to Screen
- Text Broadcast Tool
- Inbound MMS Messaging



#### Contact Sales for more information:

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The following scenarios provide information on the types of services that can be set up within Dialogue's community text service and some real-life case studies.

### Police Authorities - Text 2 Talk

Warwickshire Police launched a service called Text 2 Talk that allows youths to text in to the unique virtual mobile number and type "bully" or "racist". They will then be contacted by the organisation to receive advice and support as necessary. Text 2 Talk is a new mechanism for young people to text a confidential message to help them stand up to bullies without using more traditional face-to-face methods.

### Housing

Residents of council accommodation can text in to the specified number to report problems including blocked drains, water or power problems and any other problem they encounter. Potential tenants can also be made aware of properties available. This reduces the number of telephone calls and still enables a timely response.

### Opted-in Alerts and Reminders

Alerts and reminders can be sent to community mobile phone users who "opt in" to receive the text messages. The alerts may be for a variety of reasons including flood alerts, library books not returned, nursing appointment reminders, rental arrears, local events, emergency planning, truancy, children's leisure activities and numerous situations relevant to local authorities.

East Riding of Yorkshire Council has set up a unique text message reminder service for residents to put their recycling bins out the next day, the virtual mobile number is advertised so members of the community can opt into the service to receive these reminders. More than 3,800 residents have opted in to this new service and they receive their text message alerts the day prior to collection.

### Communicate with Young People

Almost all young people have a mobile phone and Community Text is an efficient channel of communication for this age group. Their ideas and views can be sought and considered and make them feel that they are involved and valued members of the community.

### Have Your Say

Authorities can invite members of the public to text in their views on any subject. This is free of charge to the authority but provides a simple and effective manner of gaining feedback from the community on any subject.

### Emergency Services – South Yorkshire Fire Service

With 80% of fires are caused by arsonists, South Yorkshire Fire Service had taken a bold step to help to tackle this problem. Dialogue provided South Yorkshire Fire Service with three virtual mobile numbers and the service has campaigned in the region to increase public awareness of the new initiative.

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