



## PROFILE



**Industry**  
Education

**Founded**  
1860

**Website**  
[www.uwl.ac.uk](http://www.uwl.ac.uk)

**Category**  
B2C

**Customer Since**  
2003

## PROJECT

**Objective**  
Integrate an SMS service with its VLE and student database to improve communication to students.



**Solution**  
Integrated SMS Server which has helped improve communication as well as marketing activity.

# SMS allows University of West London to communicate with students in real time

The University of West London draws on a heritage of 150 years in teaching and professional education. First founded as the Lady Byron School in 1860, the institution as it exists today was originally formed from the merger of Ealing College of Higher Education, Thames Valley College of Higher Education, the London College of Music and Queen Charlotte's College of Health Care Studies.

The University is home to a number of academic schools offering courses in a diverse range of subjects. The schools include Ealing School of Art, Design and Media, The Business School, School of Computing and Technology, London College of Music and College of Nursing, Midwifery and Healthcare. It currently has 45,000 students to communicate with over various sites.

## The Challenge

The University of West London was forwarding messages for dispatch via the student e-mail service. However, it was introducing a Virtual Learning Environment (VLE) and needed an SMS service to link up with this, as well as the ability to integrate with its student database.

## The Solution

Installing SMS Server enabled the University to not only integrate SMS with its SMTP mail server, but to provide access to its student database and provide a two-way messaging facility.

"We have developed an SMS building block for our Virtual Learning Environment (VLE). This allows tutors to access student's mobile phones via a common course or class database. Once in full operation this will increase the texting volume considerably," explained a spokesperson for Thames Valley University. "We will do this from a Microsoft Outlook plug-in for staff access to the service and also intend to introduce two-way messaging."

## The Results

The integration of SMS Server has enabled the University to improve the communication between its staff members and its students, providing a new and more reliable outlet.

"SMS allows us to communicate with students in real time which gives us the flexibility to send information direct to the student's hand, whether it be regarding grades, timetable changes or student union marketing. This really fills in the gaps where other means of communication fail."