m:science
every message counts

CASE STUDY
SMS Server / SMS Online

PROFILE

ICAS

Industry
Accountancy

Founded
1854

Website
www.icas.org.uk

Category
B2B

Partner Since
2008

PROJECT

Objective
Improve the way that students could receive their exam results as well as add an additional communication channel to enhance member awareness about events & courses.

Solution
Installed SMS Server as well as created an SMS Online account. Students can now register with the SMS service to receive exam results as well as event reminders.

Business Impact
Enhanced communication with its members and students using targeted messaging and improved overall communication throughout the entire organisation.

SMS solutions help professional body for accountants improve communication

"ICAS (icas.org.uk) is a leading professional body for Chartered Accountants (CAs), with almost 20,000 members worldwide. ICAS is an educator, regulator and thought leader.

"Our members have all achieved the internationally recognised and respected CA qualification (Chartered Accountant). Almost two thirds of our working membership work in business with the others working in accountancy practices.

"ICAS currently has over 3,000 students under our tutelage striving to become the next generation of CAs. We regulate our members and their firms. We represent our members on a wide range of issues in accountancy, finance and business and seek to influence policy in Europe and the UK, always acting in the public interest. ICAS is the first professional body for accountants and was created by Royal Charter in 1854."

The Challenge

To improve its service to its students, ICAS wanted to provide a quicker and easier way for them to receive their exam results and looked at a variety of communication methods to achieve this. It also needed an additional communication channel to enhance member awareness of events and courses.

"Originally, we needed a quicker, more efficient solution to send our students their exam results," explained the Head of Information Technology, ICAS. "Initial investigation began by contacting our membership database solution provider, iFinity. Due to their experience of working with M:Science, they recommended an SMS solution. After a brief review we agreed that SMS provided the type of functionality that we needed."

The Solution

Having trialled M:Science's products, ICAS decided to install SMS Server as well as create an SMS Online account. Both these products have enabled ICAS to easily develop an SMS service to improve communications. Students now have the choice of opting in on services and benefit from improved accessibility to exam results as well as event details.

"A student sends their registration number via SMS to our automated SMS account. This then enrols them to receive their result then sends them a confirmation SMS. On a result day, students that enrolled via the SMS service are issued with their result at 8am. Additionally, members that book on an event or course receive an SMS message the day before their scheduled event with a reminder of the location and time. In the

future we are considering using it to send reminders to students for key events like class dates or exam date reminders."

The Results

ICAS has been using the solutions for over four years and has found the service to be intuitive, easy to use and helped the organisation expand its communication with all its members.

"This SMS test messaging system has helped improve our services to our members and students by allowing ICAS to send targeted information to their mobile device. As everyone mostly has a mobile device, the SMS service makes it extremely convenient for the students. For example, they no longer need to be sitting at a PC at 8am in the morning to login to get their exam results. The ability to utilise a convenient mobile communications tool that can send information to our members and students in the knowledge that the message is getting straight to them in the palm of their hand is extremely beneficial."

M:Science's SMS service delivers over 99% reliability thanks to dual redundant servers and automatic failover. M:Science also prides itself with the level of support it offers and is always willing to help partners develop solutions that work.

"I have been impressed by the stability of the service, as well as the reminder that gets sent when the account gets low. In addition, the fact that all the SMS messages are retained in the online admin area is also very useful when we want to audit received SMS messages. My experience of M:Science has been very good. Any time I have needed to contact support with any questions or issues, they have always been resolved quickly and efficiently."