



CASE STUDY

SMS Online

PROFILE



Industry
Contact Centre

Founded
1999

Website
www.office-response.co.uk

Category
B2B / B2C

Customer Since
2006

PROJECT

Objective

Office Response needed a cost effective, straightforward and time-relevant method of communication to be able to contact clients with vital business messages.

Solution

Selected SMS Online as it was the most competitively priced and most compatible with its needs. Over 1000 SMS messages are now being distributed every day.



Business Impact

SMS messaging has reduced costs and also delivered an always open channel for communication. It has also significantly increased revenue for its clients.

SMS integration drives significant revenue increases for Office Response clients

Office Response, founded in 1999 by Iain McGregor and Martin Blain, is an award winning 24/7 contact centre that has successfully delivered telephone answering services for the last 12 years to small, medium and large businesses alike. Based in Bristol, this 'virtual receptionist' service employs over one hundred full and part-time staff. The employees answer telephone calls to the office of a client company when they are indisposed. Customers of the client assume that they are talking to a member of staff of the client company, when they are in fact talking to an Office Response employee, who then relay the business information to the client.

The Challenge

The nature of the business means that it is essential for Office Response employees to contact clients with vital business messages using a straightforward and time-relevant method. As clients may be 'on the road', it needed to ensure that this method was easily accessible by the clients, without disrupting their work. Finally, due to the large numbers of messages being processed, it required cost effective option.

The Solution

After reviewing a range of solutions and solution providers, and following a recommendation from one of its suppliers, Office Response chose M:Science's SMS Online, as it was the most competitively priced, professional partnership, and most compatible with its needs. SMS Online is a 'Hotmail-style' web service, in which SMS messages are sent and received through a web browser.

The implementation of SMS Online was extremely straightforward, as Iain McGregor explained: "The changeover from our previous supplier was painless due to the simplicity of the interface and assistance from the M:Science team."

Office Response immediately applied the service to achieve the primary aim of contacting its clients with any crucial business information it received. In addition to meeting this goal, Office Response has found other ways to use SMS Online.

"More recently we have deployed SMS Online so that our own customer services team can "drop" simple communications to our clients via SMS," explained McGregor. "It's great to say "the work you requested is complete" or "please call us back to discuss things in more detail" by SMS rather than formal e-mail, fax or letter. Our Call Centre Manager is also deploying SMS Online when we have overtime hours available, or any special communications are required. This will mean that we can communicate with over 100 staff by SMS with just one click."

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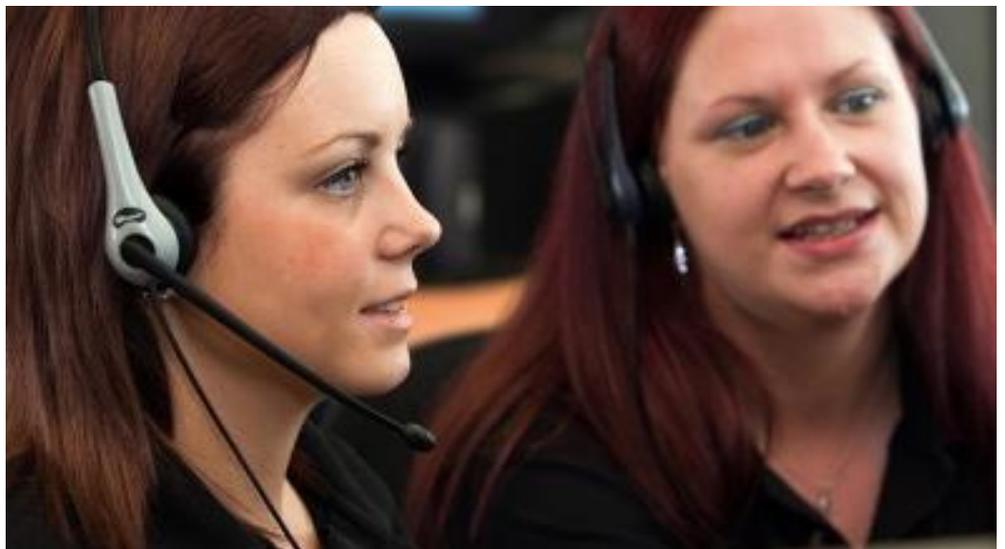
Through using the service in a variety of ways, Office Response has become the largest user of SMS Online, with 1000 SMS messages being distributed every day.

The Results

The main benefit to Office Response is that, with the amount of communication the business performs, SMS is extremely cost effective. Messages are purchased in blocks of credits, with discounts applied for bulk purchases.

Office Response has also found that SMS Online is extremely user-friendly, as many employees are familiar with using online instant messaging, so little training was required. The user simply logs on to their account, types a message, selects a user or pre-selected group and presses send. When a recipient replies via SMS, the message appears in the user's inbox in the same way an email would.

Another factor that was important to Office Response is that its communication channels are always open. As SMS Online allows messages to be sent and received instantly, and does not require a manual response to receive information (such as physically answering a telephone, logging on to check emails etc.), Office Response can ensure that it is able to remain in constant contact with their clients.



In addition to this, Office Response has praised the reliability of SMS Online. This is of high importance to the business, as it needs to ensure that the messages it is sending are successfully reaching the recipients, and that its communication channels are not going to go down, rendering the business immobilised until fixed.

Office Response has concluded that using M:Science as its solution provider is a major benefit. McGregor was pleased with the service he received, describing his experience with the M:Science team as "Professional, to the point with no woolliness, and highly reliable."

Phil Smith, Managing Director of M:Science, concluded: "I am delighted that M:Science and Office Response are partners. I believe that with SMS Online, we are providing Office Response with the most appropriate method of communication for its business needs. Not only has it used the service to achieve its primary goal, it has also extended



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