

What others say about SMiles

"At Total Fitness we now use text messaging as our first way to build customer relationships."

Joanne Hallam, Total Fitness

"I worked with SMiles to send a campaign for Toyota; we are all really pleased with the results."

Bob Taylor, Pigs & Bees

"I wasn't convinced text messaging would work, but I spent £59 and got £4000 of business. Great SMiles return."

Mike Oller, Carpets Direct

"A simple but highly effective communication tool to get our message across to our customers – at the end of the day, everyone reads their texts!"

Kim Binns, Spectacular Driveways

"The service from SMiles was first class and very supportive from start to finish. We look forward to working with them again in the 2010 season."

James Brammer, Huddersfield Giants

Contact

How to contact us

text
SMILES
to
67777

Text charged at one standard network rate message

tel: 01484 465160

twitter: @smilessms

website: www.smilessms.com



sending your message to
the right person,
at the right time,
at a price that will make you ...

Case study

Schools and Colleges



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"It's a very powerful method for communicating with parents and staff at the right time."

Judith Franklin, Associate Head of Colne Valley Specialist Arts College explains why;

0% increase in costs - savings generated more than pay for the system

2 mins to initiate a school closure announcement to parents

100% participation in parent consultation meetings

230% increase in attendance of parent conference events

"A huge advantage of the SMileS system is that it is online and we don't have to be physically in the school to use it. This is incredibly useful when situations, such as heavy snow, make it difficult to get to the school."

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Case Study

Fast reliable communication

Like most schools, Colne Valley Specialist Arts College traditionally relied on letters or emergency notices to communicate school news.

However, these methods were unreliable and time consuming. The school turned to SMileS to improve communication with parents, guardians and staff.

"Our school has around 1,450 students plus 150 staff and associates. Text messaging is the best way to contact such a large audience quickly and easily," said Judith Franklin, associate head, Colne Valley Specialist Arts College.

SMileS business class text messaging service was chosen for its low cost and ease of use - bespoke text messages can be sent to different distribution lists at the click of a mouse.

"A huge advantage, and a vital part of our disaster planning strategy, is the ability to access SMileS service from any internet-enabled computer. We also needed something in place quickly and SMileS was up and running within 48-hours," added Judith.

Building relationships

Since SMileS was introduced, the school's communication with parents, guardians and staff has improved beyond recognition. It now sends news, events and parent review reminders by text.

Collecting mobile numbers for the database proved relatively easy. Many parents and guardians voluntarily updated their details as the text messaging benefits became obvious.

Judith commented:

"We've had a fantastic response since introducing SMileS. Parental inclusion has increased and we're experiencing almost 100% participation in parental meetings. Attendance at shows and events is also up, with over 100 parents and guardians attending our recent parent conference, which previously attracted around 30 individuals."

Better service - no extra cost

Text messaging has drastically reduced post, phone and associated staff time costs. It's allowed the school to fund the SMileS texting system from existing budgets.

SMileS texting is also improving the school's service to pupils. When volcanic ash interrupted flights at the start of the 2010 summer term, texts sent to staff discovered who was affected - a previously impossible task due to international phone costs and time involved. Substitute teachers were organised ensuring lessons during this important term were not affected.

Delighted with the SMileS system, the school is investigating interactive texting and adding student mobile numbers to the database. Judith said:

"We've come to rely heavily on the SMileS text system. It's brought our communications well and truly into the 21st Century and now we couldn't do without it."

Benefits of the SMileS System for Colne Valley, include:

- Quick to set up
- Easy to use
- Low cost
- Online access for convenience and safety
- Improved and reliable communication with parents
- Ability to send messages to different audiences

Innovative use of the SMileS system, has also proved vital in improving internal communication at Colne Valley Specialist Arts College

"We couldn't go back to life without using the SMileS text messaging system as we'd lose all the communication benefits that we now take for granted."

Judith Franklin:

Associate Head, Colne Valley Specialist Arts College