



Capita Recall

Capita plays a part in the lives of an estimated 33 million people across the UK, handling payments for TV licences and council tax; managing payrolls, pensions; recruiting and training staff; managing property; and providing support services to thousands of schools, colleges, councils and companies. Capita Recall handles the recruitment process for many household names.

The Problem

"We needed an easy to use and reliable way of communicating quickly with candidates for the numerous staff vacancies we handle on behalf of national employers. Any delays would mean that some of the best candidates escape our recruitment process, adding to our customer's costs and reducing their ability to field the highest quality staff."

The Business Issues

2sms worked with Capita to establish how to:

- Increase productivity by use of integrated PC to mobile SMS technology.
- Increase speed of communication from one to many recipients simultaneously.
- Deliver cost savings when compared with voice communication .
- Remove repetitive non-value adding tasks.
- Obtain real time notification that SMS alerts are successfully delivered.

The 2sms Approach

"We find 2sms easy to deal with. Their product exactly fits our needs, it really works and we could test the service before we had to commit any money to it. Try-before-you-buy suited us. Their software / platforms provided us with all the flexibility we required to send text messages from our PCs to multiple mobiles. 2sms's applications suited us without any need for meetings".

How do 2sms do it?

We allow customers to try before they buy at no cost.

We offer web access or free software for Excel, Outlook and Lotus Notes.

We ensure 24x7 technical, customer care and sales support on Free-Phone numbers.

We work closely with the client to understand application needs.

There are NO software licences, no consultants need call, no extra hardware is needed.

How it worked out

Following their free trial Capita Recall purchased message credits for 3 months predicted use.

Initial use was successfully monitored and they have begun to roll the system out to other departments, and are now able to benefit from price savings due to bulk purchases.

Customer Comments

"We rely on the service for interviews all over the UK. Candidates can't always attend interview dates set so we use sms to "email" candidates any updates, in a block. That's how we think of it, sms is "the new email" but faster and more personalised. With the capability to selectively broadcast sms, we can contact hundreds in the time it used to take us to contact one. Often we send a reminder the evening before which really ensures good attendance levels. People don't check their email all the time but the mobile is never ignored. Only the other day the room for interviews was locked so we simply sent a sms to 40 candidates confirming the new location. That way their opinion of our customer service was a good one. I simply couldn't do my job so cost effectively without it".

CAPITA