



Liverpool City Council

Liverpool City Council employs 19,000 staff, serving 440,000 residents and 55,000 students. It holds Beacon Council status (highest central government recognition for quality in public services) for both Library and Community services. Liverpool's status as European Capital of Culture, will aid the ongoing regeneration process of the City's infrastructure and build on the strong foundation of its cultural heritage. LCC are investing £2 billion, to create 14,000 new jobs, and attract 1.7 million expected visitors.

The Problem

"We needed a rapid and reliable way of communicating (via the PC) with our cabinet and senior Managers who are increasingly mobile. Delays in this basic communication were adding significant costs to our business and could potentially reduce our levels of public service."

The Business Issues

2sms worked with Liverpool City Council 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 liked the ways 2sms worked with us. They structured their product directly to our needs, and allowed us to test the service before we had to commit. Try-before-you-buy suited our approach. Their software / platforms provided us with excellent flexibility and we're confident that 2sms understood our business needs."

How is it done ?

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 and there are no management fees.

How it worked out

Following their free trial Liverpool City Council purchased message credits for 3 months anticipated use.

Initial use was monitored and further departments were introduced, and purchasing of larger block sizes of messages resulted in cost savings.

Customer Comments

Matt Finnegan, Assistant Executive Director (Media) commented "Some 3 years ago we used to contact our cabinet officers and senior managers using pagers. They were cumbersome, heavy and often unreliable. Worst of all you had to phone up and dictate a message. Very often the message, so painstakingly dictated, would be incorrect when recipients got it. It would contain miss-spelt words and the context would be wrong. Since then SMS has taken off, now when we text our chosen audience it's so much clearer, it's also faster and we control precisely what we ourselves put into the message. We also know that our cabinet colleagues will read what their text messages every day; it's valuable and relevant information, whether from The Leader, a précis of newspaper reports or general events notification. I can't wait till MMS and picture messaging comes in there'll be an audience for sure. I thoroughly recommend the service to Councils and to anyone who has to reliably text customers/staff from the PC."