

## Call Handling Case Study

### Cloud comms specialist chooses TextAnywhere for core operations.

**CallHandling.co.uk** has been providing cloud solutions since 1991 and the company is considered to be one of the foremost providers of text and call services to many diverse market sectors, including a large number of charities, local authorities, national retailers and Government departments.

Clients include retail giants Argos and Selfridges, who use the service for customer communication and Charities like the British Heart Foundation and The Family Planning Association, which makes full use of the interactive service to provide public users with details of their nearest clinic via instant SMS messaging.

#### SMS Services

Call Handling offers a wide range of communication options, many of which are FREE at the point of use. Their cloud-based Media Contact Centre offers excellent Queuing Wallboards with SMS and Chat functionality. A brand new Lone Worker service recently introduced allows organisations to monitor their staff using an Auto Text Response system (ATR).

This system creates the ability to set up individual jobs for each worker, with an automated request for response sent via text or phone call at pre-set time intervals. A live wallboard then shows worker status with an alert display for any workers who have not responded within their given time limits. This is a very practical and useful facility for worker safety and has already been adopted by a number of County Councils in the UK.

#### Key foundation

The key foundation of the system is the core service provided to Call Handling by TextAnywhere Ltd. Call Handling has made full use of TextAnywhere's White Label facility and Developer Toolkit to create some very sophisticated call management and messaging services.

#### Partnership

The symbiotic partnership is perfect for both companies as Call Handling are able to offer other TextAnywhere clients, lacking the key development skills, their extensive call management and messaging expertise should the need ever arise.

## Unique Business Applications

Richard Armitage is the Director at Call Handling. “We have developed and built some excellent business applications on the core services provided by TextAnywhere. We have made full use of the TextAnywhere Developer Toolkit, which has been designed especially for system development professionals.”

TextAnywhere’s Developer Toolkit service has been set up with exactly this in mind. Richard went on to add “It provides developers with the ability to integrate an automated text-messaging capability into existing applications and websites. It also enables the construction of new applications that incorporate text-messaging functionality with an easy-to-use SMS gateway API.”

## Exciting Projects

Richard revealed, “We have been involved in the creation of a number of very exciting new mobile app projects. The Get Taxi app is just one of the recent projects in which we have been responsible for the text messaging section. This app has been adopted in the UK, USA, Israel and Russia.”

Describing the app further, Richard said “Users request a taxi on a mobile device using the app and immediately get a text straight back saying how long, where and when the taxi will be there. In turn the system presents the Taxi driver with passenger information and details of the job. Perfect for all parties!”

## Excellent support

Richard went on to say, “The service and support we receive from TextAnywhere is excellent. Should we encounter any technical issues or have pricing concerns, we know that we will receive an immediate satisfactory response from the support team. I would certainly recommend the TextAnywhere service as a superb add-on to any business involved in regular customer communication.”

## Secure Company

Since 2002, TextAnywhere has offered a range of text services that focus on reliability, ease of use, security and good value, backed by quality support from a financially secure, profitable organisation.

## Range of Services

TextAnywhere provides commercial and public sector organisations with text messaging services that enable the sending and receiving of SMS messages from individual desktops or handheld devices, through online and email applications. These can be through a simple pre-paid model or monthly account terms. The company also offers a Developer Toolkit for clients to integrate texting in to their own applications, as well as a White Label service for partners who wish to offer TextAnywhere’s services as their own, branded text messaging services.

If you would like to find out more about how TextAnywhere can help your business communications, please visit our website [www.textanywhere.net](http://www.textanywhere.net) or call the sales team on 08451 221 302, or email us on: [welcome@textanywhere.net](mailto:welcome@textanywhere.net).

