

## Fire & Security Case Study

### A Leading fire and security company adopts TextAnywhere for field comms.

One of the UK's leading providers of electronic fire and security solutions is using TextAnywhere to maintain communication with its nationwide service force.

The company concerned is heavily involved in the provision of building and business protection solutions, covering everything from the smallest corner shop to the largest urban shopping mall as well as workshops, car plants, underground car parks and central London skyscrapers. In addition the company secures hotels, factories, banks and airports as well as thousands of homes throughout the UK.

It operates nationwide service coverage for its households with a very large 1,200 strong support team ensuring immediate local support to its customer base.

#### Keeping in Touch

Keeping in constant touch with technical and engineering support teams can often be problematic; legal issues, mobile dead spots and customer visits can often negate the direct use of mobile phones for individual calls, which is why this leading company has chosen an innovative method of always keeping their engineers right up to date.

#### Calling Not Always Practical

A spokesman for the company, which is unnamed for security reasons, revealed, "We need to communicate with our engineers on a very regular basis at all times of the day, and for a number of reasons using the mobile phone to place an immediate call is not always a practical option; calling 1,200 people at the same time is challenging to say the least."

#### Keeping Up To Date

"To ensure engineers are kept right up to date with arrangements, reminders, appointments and any urgent engineering bulletins or technical issues, the security specialist has introduced instant SMS messaging using the online TextAnywhere service", the company source said.

They went on to add "TextAnywhere is a very easy and practical solution to a potentially large communication problem. We can log in to our account and set up a bulk SMS message to 1,200 engineers and send it immediately to the entire stored database, or we can even plan a specific send time. We can also use the service to send individual or group texts. This way we can always be sure that every member of the team has received critical information on time."

## Easy To Adopt Service

The same internal source went on to say, “We first learnt about TextAnywhere from one of our branches and like all new toys, the simple to use pay-as-you-go messaging service was quickly adopted by the entire company.”

“HR, Head Office, Sales, and our call centres all make use of TextAnywhere to send communications to groups, individuals or the entire team. It is very practical, cost effective and always available via the internet 24/7. I would certainly recommend TextAnywhere to any company that needs to keep in touch with a mobile service or sales team; it is a very practical, secure, cost-effective business communication tool.”

## 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).

