



Reynardine Software Case Study

Leading software company integrate text messaging in to the heart of their applications.

Reynardine Software is an innovative software company specialising in the provision of personnel-booking, seat-booking, and reservation applications to UK SMEs.

With over 30 years of development experience, Reynardine Software has applications suitable for many different markets, including staffing agencies, estate agents, banks, rail companies, theatres, golf clubs, fitness clubs, and leisure centres.

The booking applications enable each client to take and amend bookings, pay for goods, check for item availability, change personnel shifts and locations, as well as automatically communicate booking confirmations, staff changes, property details, and item purchases, back to the appropriate parties.

Reynardine Software offers three core SMS applications using the TextAnywhere SMS gateway:

SpeedyStaff – an application that can connect to a client's existing staff database, enabling the client to create sophisticated filters, and hence quickly contact groups of staff or clients using a single message, either one typed-in or one chosen from a message template database.

CareText SMS – a web-calendar-based booking service for bank staff, care workers, temporary staff, and service personnel, enabling selected candidates to be contacted about specific, location-based positions. CareText asks for staff availability and gets feedback via SMS, and then allows booking of the staff into the calendar.

TextQube – an application that receives SMS messages, and, based on the content of each message, automatically sends back by SMS requested information, contained in a client's database.

Project Requirements

At the heart of the Reynardine Software application suite is a desire to communicate information swiftly and automatically to the appropriate parties. It may be to confirm a theatre ticket booking, offer a temporary job, confirm a rail ticket reservation or provide property details to an interested party.

From early in the development cycle of the applications, SMS text messaging was seen as the natural mechanism to convey information from the application, directly in to the palm of a client's customer.

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“I recognised early on that offering my clients the ability to communicate with their customers automatically by SMS, would help them provide great customer service, and offer them a competitive advantage”, commented Mike Thompson, Managing Director of Reynardine Software.

Mike therefore decided to integrate text messaging in to the heart of each of their applications, and enable each client to select when an SMS was sent, to whom it was sent, and which message to convey.

Project Solution

Following an investigation in to UK text-messaging providers, Reynardine Software selected TextAnywhere Ltd as its integration partner.

“Having evaluated a number of providers, I chose TextAnywhere because of their rich developer toolkit, and reliability of service”, added Mike Thompson. “I also know that if I have a question I can pick up the phone and talk to their tech guys whenever I need to.”

Reynardine Software implemented text-messaging into each of the three core applications, enabling, for example, product information, job details, and booking confirmations to be automatically sent out by SMS to clients and staff alike. Each application supports two-way texting, enabling, for example, message recipients to be able to confirm back their ability to work, or to allow purchasers to request further information.

Project Success

“Text-messaging is a crucial component of each application, and is the route to deliver information to clients’ customers”, commented Mike Thompson.

“I have found that the partnership with TextAnywhere has worked extremely well, with Reynardine Software’s clients happily relying on the service to deliver their text messages each day.”

The innovative nature of Reynardine Software’s applications was recently recognised by its peers, as TextQube won the inaugural SMS Developer Challenge. This global competition saw TextQube awarded the title by a panel of SMS luminaries.

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 or call the sales team on 08451 221 302, or email us on: welcome@textanywhere.net.



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