

Susan Hamilton Group Case Study

Text messaging helps keep job candidates informed.

Susan Hamilton Group is a leading provider of recruitment solutions to the catering and commercial markets in London and the Home Counties. The Group comprises of Susan Hamilton Commercial and Hamilton Mayday.

The Group's success has been achieved through an intimate knowledge of its clients' markets, combined with an extensive team of sixty staff, each with good industry knowledge and client-facing skills.

Project Requirements

During late 2004 Hamilton Mayday began using text messaging as a means to contact job candidates. Whilst the method of communication proved a hit with both candidates and members of staff alike, certain administrative factors and operational constraints proved to be very time-consuming.

"As we began to see the benefits of the text service, and rely upon it for our day-to-day operations, we needed the service to be robust, reliable, and easier to use", commented Sarah Black, Head of Systems at Susan Hamilton Group.

Early in 2005 Hamilton Mayday decided to source an alternate SMS provider to address its current and evolving text messaging requirements.

Project Solution

"Following an evaluation, we chose TextAnywhere as our SMS partner. From when we first made contact, they have been responsive and provided great customer service. We found their text service very reliable, with good administration and reporting tools, and the costs were lower too", added Sarah.

With Hamilton Mayday using Paloma's Fortuna application to manage recruitment vacancies and applicants, Paloma integrated TextAnywhere directly into Fortuna to enable text messages to be sent from within the application.

Hamilton Mayday staff can use the text service to confirm job details and booking changes to temporary staff, as well as contacting candidates about their availability.



The text service enables recipients to be able to reply back, confirming availability for a job, for example. Adding new users to the system, running usage and delivery reports, and performing other administrative tasks can all be done online from within the group's TextAnywhere account.

Project Successes

The use of text messaging has proved very popular and successful with the 45+ staff that use the service to contact candidates and contract staff.

“The staff love it because it is so easy to use, and enables them to make two-way contact with a candidate or contractor instantaneously”, confirmed Sarah Black. “We make significant time and resource savings through texting, and with the online reporting and admin service, we can easily run usage reports and add more users.”

The success of the service within Hamilton Mayday has prompted the service to be rolled out across the Susan Hamilton Group.

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.

