Spark nz | eTXT

# SIMPLE SMS SOLUTION MANAGES ROSTERING FOR 3,500 WORKFORCE

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### Challenge

Efficient management of scheduling for a large workforce of 3,500 field workers, fundraising efforts, and events.

### Solution

Email to SMS enabling text messaging from a single web interface to a large group or a specific segment.

### Result

A high level of customer service maintained by a constant and reliable workforce.

### Communicating with a huge mobile workforce

A New Zealand non-government social housing provider uses Spark's eTXT, as a quick, cost-effective and simple way to reach staff, and donors via text messaging. Staff use the Email to SMS web interface integrated with its email client MS Outlook to send and receive text messages. This enables staff to monitor the success of each send and view responses in one channel, on the desktop.

## Email to SMS for workforce management

This organisation employ a significant number of field workers across New Zealand.

The schedules of all field worker employees – approximately 3,500 staff – are managed by multiple coordinators across New Zealand. Managing rosters and updates for employees is a challenging task, particularly at times when there is a high roster change rate.

Text messages are used for rostering communication with workers in the field, ensuring that all rosters are filled to ensure the highest quality of customer care. If a worker becomes unavailable, the right people are notified, and a replacement employee is located in time.

For the coordinators, SMS is the most efficient way to communicate with a large workforce. Field staff can quickly respond to a text message about their shift, which arrives in the inbox of the coordinator. With such a high volume of schedule changes, Email to SMS is critical. "our coordinators would not be without Email to SMS for managing scheduling changes – it's an essential efficiency tool."

## Communications for fundraising and events

Text messaging is also highly effective for fundraising and events departments. Regular donations are essential for the organisation to carry out its work and the organisation must also regularly recruit new donors, which is very challenging.

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The fundraising team can even divide donors by region, then manage annual campaigns via region.

In another use, our events manager uses eTXT to communicate easily with event attendees. Text messages confirm event attendance.

## Benefits from the system

A significant benefit is the capability to send a text message to a large group of people with a single message, saving staff time and making the process very efficient.

The solution is also cost-effective; while there is a cost per text, it is very manageable, particularly when compared with other means.

The system is straightforward and very easy to set up. "It's all self-service. All I do is go into the system and request a new account if required. All coordinators are under one account or a virtual mobile account,". "In trying to think of a downside of the system, I can't think of anything! I just set it up and step away."

## Future plans include disaster management

Another usage under consideration is disaster management, particularly ensuring communication during significant natural disasters that affect people or workplaces, such as the Wellington earthquake in 2016. I was in Wellington at the time, and "The only way to communicate after the earthquake was via text, and it was critical to have that communication".

Other plans include adding attachments and links into text messages as additional and engaging ways to convey our message, particularly to inspire fundraising.