

Creating community engagement using mobile messaging

Using SMS and WhatsApp to effectively engage with neighbourhoods



Neighbourhood Alert: Conference 2022

Who we are:

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What we'll share today:

- **Why is mobile engagement important?**
- **Why mobile is powerful for community engagement**
- **Why mobile is highly effective for neighbourhood alerts**
- **Sharing some success stories**
- **Find out more**



Why is mobile engagement important?

> | 3hrs 15minutes

The average UK consumer spends **3hrs 15minutes** looking at their mobile devices every single day. (The Guardian)

> | 58 times per day

Mobile devices are checked on **average 58 times** per day. (The Guardian)

> | 86% ignored calls

86% of calls from unknown numbers are **ignored by people**. (Martech Today)

> | Cold-calls blocked

Continued emergence of smartphones, home phones and apps which **can block unrecognised cold-calls**.

> | Demand for richer content

People are now **increasingly demanding richer content** (as opposed to plain text) in return for their engagement.

> | 66% prefer Apps

66% of people now prefer to have **2-way conversations** with organisations through messaging apps. (TechCrunch)



Why mobile is so powerful for community engagement



Fast response times with unparalleled success rates, across diverse communities (SMS doesn't need a smartphone!)



Effective for **alerts, updates, notifications, reminders** - and also 'customer care' conversations.



Traceable messages give the ability to check when people have read messages



Cost effective and easy to integrate into existing systems and ways of working



Why mobile is highly effective for neighbourhood alerts



95%

of all text messages are opened



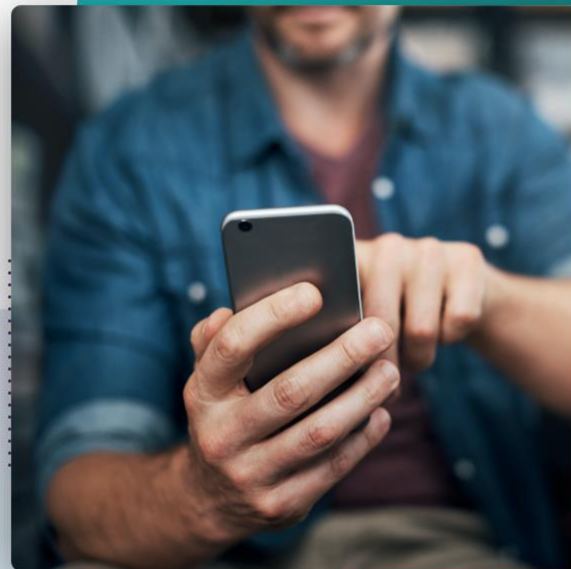
90%

are read within 3 minutes



97%

of UK residents own an SMS-enabled mobile phone



Success stories...

When the Tour de France cycled its way to Leeds, SMS played a vital part...

Before the event messages were sent out to businesses via email, but on the day text messaging was the primary medium due to time constraints.

This proved vital for **tracking down two lost children** during the event.

Leeds City Council was able to send messages to the stewards so they could divert people to areas with less crowding.

Also by using such an instant tool they were able to reopen roads as quickly as possible after the riders passed through.



Success stories...

Helping Hands were able to design and deploy an SMS Survey to more effectively collect feedback from people using their services, by benefiting from SMS's 95% open rate.

They gathered over **15,000 survey results** from their communities, **reducing complaints** and **increasing trust** by providing more support for people using their services who provided lower than expected survey scores.




Helping Hands
Caring since 1989

Success stories...

Using an [SMS Short Code](#), Nottingham Forest fans simply text the keyword 'Forest' to 60066 along with the details of any match day crowd issues, getting an **instant acknowledgement** back.

“Within seconds our security control centre gets a copy of the text as an email. The video cameras zoom in on the offender and record the incident. Stewards and security are dispatched to monitor the incident and the situation is brought under control - all without anyone knowing who complained”.

Safety Officer, Nottingham Forest Football Club



Find out more

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