



Humpybong State School

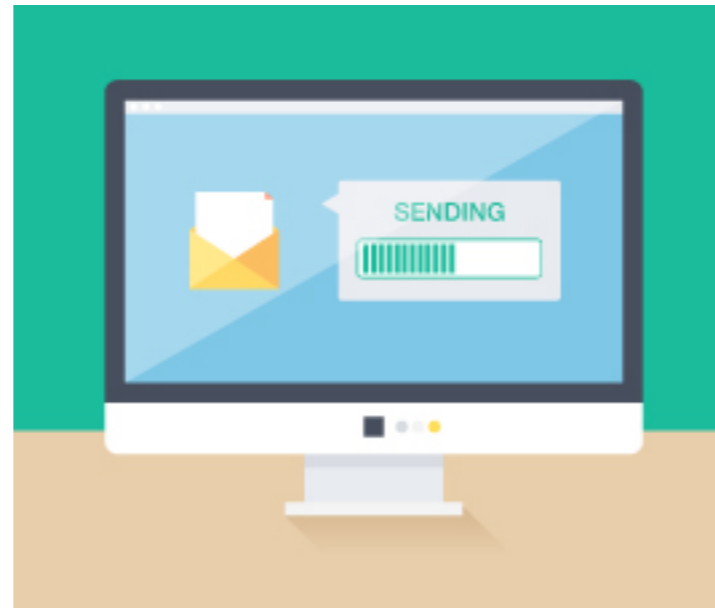
Case Study



Education Sector: Reminders and Alerts

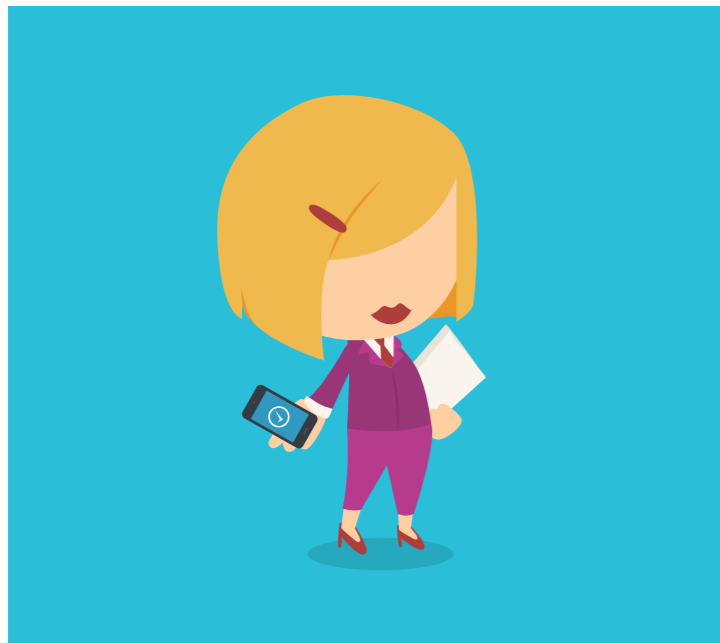
The Objective

Humpybong State School needed to find a fast, reliable, and efficient way of communicating with parents. They wanted a platform which they could use to notify parents of important events, student attendance, and to also have the option of replying back to these updates.



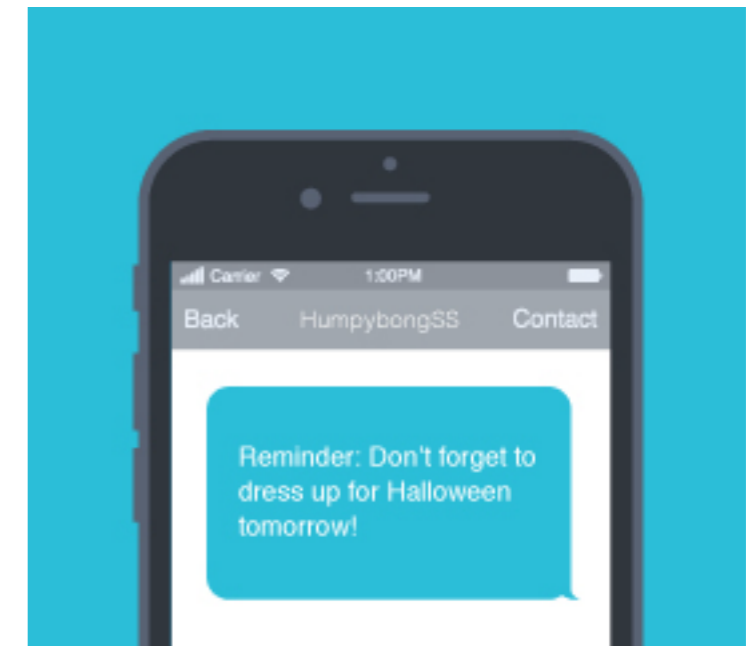
The Result

Parents no longer need to receive notes in their school bags. They were informed instantly, and able to reply back to the Humpybong staff with ease. This also eliminated the need to leave lengthy voicemails, and to wait on hold to be transferred to the right person in charge.



The Solution

The Web SMS Service was selected as their tool of choice. Humpybong promoted upcoming events, announced emergencies, and confirmed details of child absences through the Burst SMS platform. All text replies were also forwarded to email, perfect for record keeping purposes.



Campaign Cost

Dedicated Virtual Number per month	\$25
Cost per Message between	7.9¢
Parents (490) and Staff (100)	
Average Messaging Cost per Month	\$225
(7.9¢ x 2532 messages)	
Average Cost per Month per recipient	38¢



“We are very happy with Burst SMS - texting for absences has reduced our unexplained absences. Also sending messages to parents is great for reminders and emergencies. The help desk has been very supportive with a quick response, on the few occasions I have called.”

Mary Bostock

Humpybong State School



Contact us to get more from
your SMS campaigns

helpdesk@burstsms.com

www.burstsms.com