



SMS for Trades

Here's a sample of how the trades industry implements SMS

SMS for Trades

The Industry

Continuous construction and the creation of new developments is the driving force in every economy. It's a billion dollar industry anywhere you go. Countries need to design new concepts, renovate, and build on a consistent level to stay ahead.

The Problem

Miscommunication is just too common on a job site, especially when you're dealing with a large team. Since there are so many people involved in a project, that means the time you waste from can be quite costly. Although projects are well documented and workers are briefed in the field, there is still plenty of room for error - especially from unpredictable elements. Small adjustments throughout the day can add up such as late shipments, missing materials, or broken equipment. That's why it's important to use only the absolute most effective communication tools.



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The Solution

When it comes to on-site communications the delivery of what you say must have a sense of urgency. It needs to be quick, memorable, and direct.

Let's look into the most common ways to communicate while on the job:

1) In-person / Radio / Phone

- **Pros** - Immediate, effortless, and commands urgency
- **Cons** - Can easily be misheard from outside noise or bad reception
 - No immediate written record of what was said

2) Email

- **Pros** - Communicate with multiple groups in different locations at once
 - Can search through an inbox to find specific project points
 - Good for creating a record for long format content
- **Cons** - Does not provide a sense of urgency
 - Clutter can build quickly, and a data connection is needed

3) Text Messages

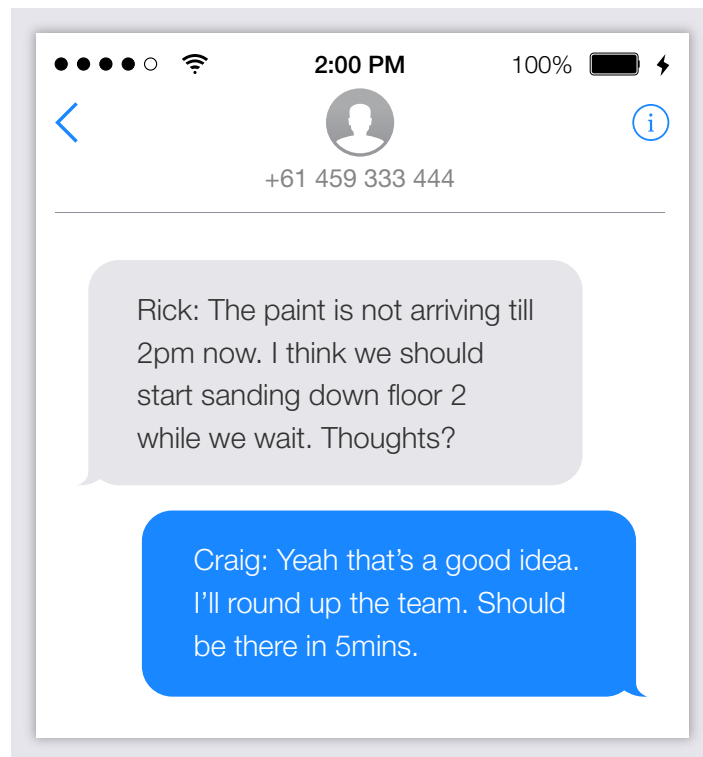
- **Pros** - Provides a quick means for employees to report urgent matters
 - Control which groups see your message and whether or not they can reply, thus reducing clutter on more important tasks
 - Instant record of what was said (no data connection needed)
 - Works in remote areas with low reception
- **Cons** - Mobile device needed



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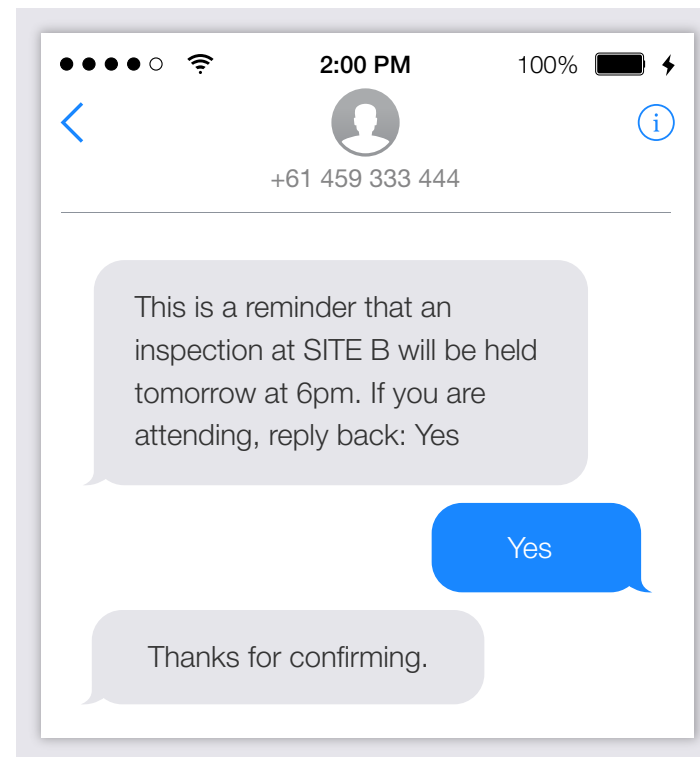
SMS Solutions

Ideally workers should be able to instantly refer back to what you said without going through a text heavy summary. That's why text messages are so effective for on-site communications. **Here are three of the most efficient SMS solutions for the trades industry:**



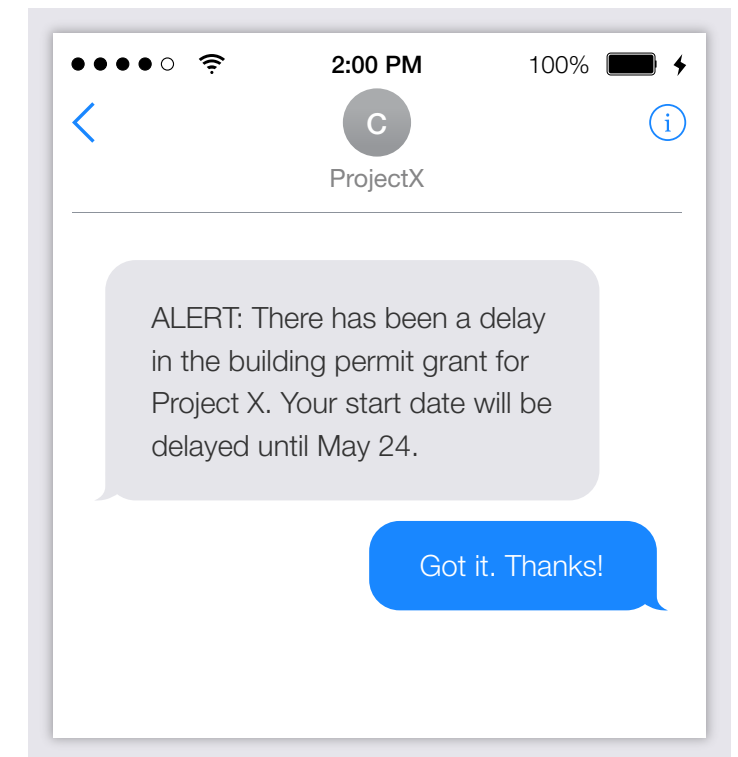
Group SMS

When an urgent matter comes up, any member of your team will be able to instantly inform everyone via text.



SMS Reminders

Send reminders to your team to keep them on top of their tasks. You can also track whether they have received your text with a confirmation.



SMS Alerts

If you have an important announcement, use SMS alerts. We recommend using a similar Sender ID which matches your business.



Contact us to learn more about
our SMS Services

helpdesk@burstsms.com
go.burstsms.com

Free Trial Available