

Bedford School

Customer Success Story



Bedford School caters for 1,100 boys aged 7 to 13. The School approached 2sms for help using text messaging for their annual ski trip, a one-week residential trip catering for 50 boys.

The Teachers had the twin challenge of wanting to prevent the Students from using their own mobile phones, and yet maintain communications with Parents to reassure them and update them on travel details.



"The 2sms service meant that I was able to keep the Parents informed of our progress as the week went on," says organising teacher **Stephen Guest**. *"The parents were reassured and therefore felt 'in touch' with the trip. One text message sent to 2sms was forwarded on to all of the parents' mobile phones via the 2sms gateway. On our journey to and from*

the Alps, it was very easy to send regular travel updates, happy in the knowledge that all were receiving my texts."

Stephen purchased 1,000 SMS messages from 2sms, who also provided a mobile phone (virtual) number for him to send to. This allowed Stephen to send one SMS messages to a UK mobile number, which 2sms then forwarded on automatically to a pre-set list of parents' mobile phones within seconds.

This eliminated the need for a phone tree, which is costly, slow and easily broken. It saves a lot of money by avoiding expensive international phone calls, and saved time because everyone received the SMS at the same time.



The service received great feedback from parents:

"I liked your innovation of the text updates."

"The texting service you provided with regular updates was really helpful and much better than letting them have their own phones."

"Communication by text was a nice idea, he would never send any messages home so it was great to hear what you were up to."

"I think I was more worried than most when you actually left. But the SMS messages were invaluable and brilliant and I loved receiving them. It made me feel closer to my son and didn't miss him quite so much, knowing what he was doing and having the peace of mind that everything was fine and all boys were doing well and enjoying themselves."

"We very much enjoyed reading all your daily messages."

"The communication from you was excellent. All in all a great success this year!"

2sms Messaging Services are perfect for school trips and excursions, providing the following benefits :

- Teachers can update parents instantly with predicted times of departure and arrival.
- Giving parents peace of mind while their child is away
- Removing the need to guess what time the students will be returning for pick-up, so that the parents can arrive only when needed.
- Allowing the Teacher more time looking after the students instead of trying to call twenty or thirty Parents.
- Reduced costs compared to phoning / international SMS messages.

"I believe this method for contact on school trips should be the blueprint for any residential or day excursion," says Stephen. "I'll be recommending we continue to use the service for all future trips."

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