



National Blood Service

The Core Purpose of the National Blood Service is to save and improve patients' lives. The NBS is an integral part of the NHS, which guarantees to deliver blood to anywhere in England and North Wales. Annually 2.1 million blood donations are collected. This blood comes entirely from voluntary donations of the general public.

The Problem

"We needed an easy to use and reliable way of communicating quickly with staff who are increasingly mobile or away from their office. Any delays would mean that some people lack vital information they need to do their job. Email just isn't fast enough and sometimes the problem relates to email access issues, so text messaging is the best alternative".

The Business Issues

2sms worked with The NBS to establish how to:

- Increase productivity by use of integrated PC to mobile SMS technology, increase speed of communication and the delivery cost savings when compared with voice communication.
- Removal of repetitive non-value adding tasks from staff activity.
- Obtain real time notification that SMS alerts are successfully delivered.

The 2sms Approach

"We find 2sms are easy to deal with day and night. They matched our need, it really works and we could test the service before we had to buy any messages from them. Try-before-you-buy suited us. Their software provided us with flexibility to send from the PC to many mobiles. We didn't even have to meet the 2sms team. 2sms has a plug and go service".

How do 2sms do it?

We allow customers to try before they buy at no cost.

We offer web access or free software for Excel, Outlook and Lotus Notes.

We ensure 24x7 technical, customer care and sales support on Free-Phone numbers.

We work closely with the client to understand application needs.

There are NO software licences, no consultants need call, no extra hardware is needed and there are no ongoing management costs.

Customer Comments

"For the last 3 years we have used the service for communicating urgent business and operational issues. Some might concern software and hardware issues and some relate to blood stock levels. We run a life saving, vital public service and any delays to communication are not acceptable for us and those we serve. Getting text messages direct to our staff's mobile phone has improved our productivity and avoids wasting time making phone calls".

