



CASE STUDY

SMS sent by Royals' delivery

Reading Football Club's fans and players benefit from new text-messaging technology

BACKGROUND

Reading Football Club currently competes in the FA Premier League, having won promotion to the top flight for the first time in their history in March 2006.

THE CHALLENGE

The football administration department of the club need to communicate to the large body of players and staff quickly and efficiently, but found that the combination of email and phone calls were time-consuming and less instant.

Communications to fans would also benefit from the same degree of speed, and mean that they would not have to rely on newspapers, television and the internet to learn about important ticket news and special offers.

THE SOLUTION



The club's IT Manager, Garry Hanson, sourced Dynmark International's e-txt message manager to enable administrators to text-message fans, players and staff, quickly and simply from their office computers.

e-txt™ is a powerful bulk SMS text message management and distribution system which resembles popular email applications and allows PC-users to send and receive large volumes of text messages.

“Our football administration department also uses the e-text to send information to players such as changes to training schedules, said Andrew West, Reading's Head of Communication. “And sending one text message to 30 players is a lot quicker than making 30 phone calls!”

e-txt has been well received within the club too. “It's been a success,” confirms Mr West. “Four administration staff use e-txt to maintain contact with around 50 playing staff, and we're also planning to use it to communicate with the media, informing them of important breaking news or press conferences.



“We’ll definitely continue to use e-txt. It’s made us more efficient and given us more time to do other things.”

- ENDS -

Notes to editors

Dynmark International Limited is the UK’s leading mobile messaging applications developer and provider of bulk SMS text messaging and mobile data solutions.

Our range of products include the e-txt™ bulk SMS text messaging application, winner of the New Product Award at the DMBusiness/ International Direct Marketing Fair (IDMF).

e-txt™(e-text) is a powerful bulk SMS text message management and distribution system which operates like familiar email applications. But unlike email, it allows PC users to send and receive bulk SMS text messages, set up SMS text campaigns, publish mobile internet sites, set-up email, amongst other functionality.

Further information

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