



CASE STUDY

Recruiters reap text rewards

Text messages yield quicker responses and save significantly in cost and time, says national recruitment company's Managing Director.

BACKGROUND

Personnel and Care Bank are a leading UK recruitment consultancy with 11 expert divisions designed to place job seekers across a wide range of sectors. Hundreds of candidates a week are placed in sectors including social work, social care, childcare, education and social housing, drug and alcohol abuse, executive and managerial.

THE CHALLENGE

With 80 recruitment specialists spread across eight UK sites, staff needed a better way to communicate with candidates 24-hours a day, seven days a week - due to the flexible nature of shift work managed, using a simple, intuitive new technology solution.



Using traditional mail was slow, ineffective and lacking the immediacy required when candidates needed to be contacted at short notice. Telephone and voice-messages often proved an unreliable form of communication, especially with a working audience of hundreds of people a day.

THE SOLUTION

Dynmark supplied Personnel and Care Bank with e-txt, a programme that enabled office-based recruitment specialists to send and receive text messages through their computers, ensuring a constantly open communication channel at any time of day. Rosalind Payne, the agency's Managing Director and Founder, takes up the story.

“An IT Consultant recommended Dynmark's e-txt to be as being a possible solution to the problems we were encountering when trying to communicate with our candidates. Because we are based across eight sites throughout England we needed a multiple facility which was easy to use, and which staff could be quickly trained in over the telephone.

“As we couldn't all share a single program, Dynmark provided a server version of e-txt for our needs. And these needs were extremely broad. We now use e-



txt to send reminders about time-sheets and payment days, as well as to alert candidates about specific jobs.

“Having portable information at all times on mobile phones is invaluable to everyone. Thanks to e-txt, the candidate who would accidentally go to a job in Wandsworth instead of Wimbledon is now a thing of the past! Our need to communicate with night workers in social and childcare environments 24-hours a day is simply realised by e-txt.

“We’ve found that people respond to text messages much quicker than they reply to voice-messages; and whereas a single landline to mobile communication averaged out at 17 pence, e-txt has reduced this to around 8 pence. When you’re dealing with a large volume of people, this saves us hours of time and makes a huge difference.

“The flexibility e-txt gives us is terrific too. Being able to upload data through Excel into the e-txt programme and create message templates saves time and is easy to do.

“Text is short, sweet, and the modern way to go about sending mail.”



- 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.

Dynmark thanks Rosalind Payne for her contribution.

Further information

Mark Hawkins
Dynmark International Limited
Tel: +44 (0)1242 257938
Mark@dynmark.com

www.e-txt.co.uk
www.dynmark.com

Rosalind Payne
Personnel & Care Bank
gih53@dial.pipex.com
Tel. 01707 387992 (PA)

<http://www.personnelcarebank.co.uk>