



CASE STUDY

saros

Saros reel in research groups by SMS



BACKGROUND

Saros Research is a qualitative research recruitment service which connects consumers with service providers who want to explore their views. Companies providing products and services need to ensure that they meet the present and future needs of their customers, and understand how public opinion develops. Rather than ask their customers directly, it can be more credible and effective to use a specialist market research agency.

To make research valuable, Saros select a range of participants from comprehensive databases to form a target group with the diversity expected of a random group of consumers. All participants are genuine members of the public who are financially rewarded for sharing their views in discussion groups, or participating in interviews or surveys.

CHALLENGE

Saros Research needed a method of alerting potential participants to research studies requiring people to attend interviews, and a way of reminding confirmed respondents that they were due to attend such interviews or focus groups.

“We had found phoning around people painfully time consuming, and expensive,” said Maya Middlemiss, Managing Director of Saros Research. “Having experimented with text, using limited text-messaging websites, we found text to be effective enough to consider deploying a more extensive text solution.

SOLUTION

“With e-txt we get great response rates to bulk message sends, which can be up to 10% depending on how many messages we send out,” continued Maya. “For example, a high street mobile phone vendor gave us a large sample list to conduct research with, and within ten minutes of the send we received enough responses to recruit an appropriately diverse focus group. For a thousand message send, we can quickly gather positive replies from 50 recipients.”

e-txt is a PC-based application similar in appearance to Microsoft Outlook, enabling large volumes of SMS text-messages to be sent and received in one quick operation.

“The outlay of texts is far cheaper than wasted phone calls to unresponsive people,” said Maya, “and because we receive replies directly back into the e-txt inbox, their details can be captured electronically straight away in order to send further instructions to them.

“Text ensures good attendances, and is a great way of issuing last-minute reminders to groups who are difficult to reach.

“We’ll definitely continue using e-txt in the future, (and are) particularly interested in the potential of WAP. It could enable recipients to click on a link within a message to take them to further details of events, including directions and travel information.”

- 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.

The 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 easily send and receive large volumes SMS text messages in one simple operation, set up SMS text campaigns, publish mobile internet sites, set-up email, amongst other functionality.

e-txt plug-in applications. Dynmark are developing mobile features plug-ins for Act! by Sage, empowering users with the ability to send, receive and track messages through familiar Sage programs. Future customer relationship management software plug-in applications will include Sage CRM MME, Goldmine and Lotus Notes.

Further information

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