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BISHOPSTOWN CREDIT UNION Case Study



PROJECT OVERVIEW

Customer Name: Bishopstown Credit Union

Industry: Financial

Location: Ireland

Challenge

- Keeping Members up to date with SMS

Solution

- Neon SMS Bulk SMS Product

TESTIMONIAL

“Neon SMS takes all the hassle out of day to day running of our business. Our staff receive automated SMS alerts when new business is coming their way. This has saved the company a significant amount of man hours and provided by a professional and capable company in NeonSMS.”

Danny O'Donoghue
Bishopstown Credit Union

About Bishopstown Credit Union:

Bishopstown Credit Union was founded for the community, in 1967. Since then, the organisation has grown and evolved to meet the requirements of its members. With a membership in excess of 25,000, Bishopstown Credit Union is one of the largest and progressive community based credit unions in Ireland, priding itself on its innovative and member-focused approach.

Requirements:

Bishopstown Credit Union required a solution to update members regarding information relating to their account, from real time transactions and balances to loan application status alerts.

Implementation:

NeonSMS provided an SMS messaging service through our user-friendly and easy to integrate on-line solution. The solution connects the Credit Union in-house member management system directly to our SMS gateway via our flexible API, thus taking the manual labour out of every day SMS communications and supporting compliance with the Data Protection legislation.

Solution:

SMS alerts are sent automatically from the Credit Union in-house software to the member's phone. Bulk SMS messages to member groups can be scheduled to run at a specific time for communications such as AGM notifications, social events, competitions etc. In cooperation with Bishopstown Credit Union we established a joint project team to coordinate and quality control the implementation process. The project was delivered within schedule and on budget to the satisfaction of both organisations.



a leading provider of flexible **text messaging** solutions



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Benefits:

The benefits for every Credit Union member who registers for the text alert service:

- Immediately informed of all specified activity on their current account
- Peace of mind
- Additional security

The benefits to Bishopstown Credit Union internally include;

- Better and faster communication with members -98% read rate on SMS's sent
- More efficient internal processes – reduced manual labour
- Reduced costs in comparison to traditional communication methods
- Compliance with the Data Protection legislation



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