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SIPTU Case Study



PROJECT OVERVIEW

Customer Name: SIPTU

Industry: Industrial

Location: Ireland

Challenge

- Keeping Members up to date with SMS

Solution

- Neon SMS Bulk SMS Product

TESTIMONIAL

“We use Neon Sms to communicate with our members—sending updates, meeting reminders and information on protests and ballots, etc.”

SIPTU

About SIPTU:

The Services, Industrial, Professional and Technical Union (SIPTU) represents over 200,000 workers from virtually every category of employment across almost every sector of the Irish economy. SIPTU provides the expertise, experience and back-up services necessary to assist workers in their dealings with employers, government and industrial relations institutions.

Requirements:

SIPTU had a need to keep its vast amount of union members up-to-date and up-to-speed with relevant information. This information was extremely time sensitive and so the message needed to be delivered directly and immediately into the hands of its members.

Implementation:

The Neon SMS Bulk SMS product allowed SIPTU to send messages to all its members instantly. These Bulk Messages allowed SIPTU to personalise and change the information depending on the recipient. By using the Neon SMS Web interface, SIPTU could simply login and contact its members without delay.

Solution:

The result of using the Neon SMS Bulk Messaging platform is that SIPTU can now update its members on any news or events relevant to them. As Text Messaging is based in real time, this has aided SIPTU significantly. They now have a strong communication method allowing them to get in touch with members when and where it's needed.

