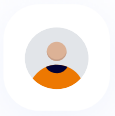


Keeping Parents Informed



About the Customer

Our customer was an elementary school in the Midwestern United States. The school had 600 students between grades K-6 from approximately 350 area families.



Challenge

The school had dealt with communication issues relating to COVID-19, where they were unable to reach parents over email. They were looking for an advanced messaging platform that would allow them to reach both the entire parent body and individual parents, as needed.





Solution

MessageWhiz proposed an SMS solution with APIs that allowed the school to manage their account and send messages to parents directly within the school intranet.

The proposed system included multiple lists, which allowed administrators and teachers to message individual parents, entire classes, entire grades, and the entire parent body.

The system also included two-way messaging, turning it into a communications hub rather than simply a broadcast portal.



Results

As school schedules changed due to COVID-19, the school found the system to be invaluable. They were easily able to communicate with specific subsets of their parent body, keeping them apprised of positive tests within groups of students, distance learning schedules, and other fluid scheduling issues.

The school has since added adding teachers and support staff to their messaging system, which enables them to use SMS for staff scheduling, teacher alerts, and ensure that important communications are received by everyone affiliated with the school.



About MessageWhiz

MessageWhiz helps brands build one-to-one relationships with customers through messaging marketing tools, to deliver the perfect customer experience.