

Text Messaging (SMS)

GovDelivery text messaging capabilities serve the growing population of wireless device users, allowing subscribers to receive real-time government information updates directly to their mobile devices.

CHOOSING THE RIGHT TEXT MESSAGING OPTION FOR YOUR AGENCY:

Enhance proactive communication and improve service with the right text messaging solution.

		Agency Needs	Message Type/ Use Examples	Pricing
1	Email-to-SMS <i>(Email as Bridge)</i>	<ul style="list-style-type: none"> -Offer Stakeholders the convenience and option to receive alerts to mobile devices without spending additional budget dollars. -Information sent through text is not as time-critical. -Message delivery within 30 minutes is acceptable. 	<ul style="list-style-type: none"> -Make existing email subscription topics available as a text alert. -Users sign up by entering mobile devices as secondary email addresses. 	<ul style="list-style-type: none"> -Standard with GovDelivery Platform. (No additional cost)
2	Direct SMS <i>(1-way)</i>	<ul style="list-style-type: none"> -Critical or time-sensitive information must be immediately sent to stakeholders mobile devices. -Want to use native SMS for real-time delivery. -Integrates with GovDelivery Digital Subscription Management platform. 	<ul style="list-style-type: none"> -Weather alerts. -Emergency alerts. -Crime alerts. -Heat index alerts. 	<ul style="list-style-type: none"> -Administrator manages transactional fees. Pricing is based on message volume and an annual contract. -Call or email for pricing and more information (866-276-5583) info@govdelivery.com
3	On-Demand SMS <i>(2-way)</i>	<ul style="list-style-type: none"> -Individuals request information from your agency via their mobile device. -Individuals query government agency for specific information by texting a short code or keyword. -Customer service is improved as information is immediate and specific. -Decrease in call center resources. -Integrates with XML feed, database (table). 	<ul style="list-style-type: none"> -Train schedule changes. -Real-time arrival information. -Flu vaccination clinic nearest location. -Road Closings. 	<ul style="list-style-type: none"> -Pricing is based on message volume and an annual contract. -Call or email for pricing and more information (866-276-5583) info@govdelivery.com

GovDelivery Text Messaging (SMS) Options Include:

EMAIL-TO-SMS (EMAIL AS BRIDGE)

Provides text messaging alerts as option integrated with existing GovDelivery system.

Selected subscription topics can be made available as text messages. Messages are sent using the Email-to-SMS gateway.



- Provides additional communication channel.
- Email-to-SMS functionality is free of charge and comes standard with the GovDelivery Digital Subscription Management solution.
- Speed of delivery to mobile phones through Email-to-SMS is not guaranteed immediate.
- 91% of messages get accepted by Email-to-SMS gateways within 30 minutes when under 4,000 messages.
- 74% of messages get accepted by Email-to-SMS gateways within 30 minutes when sending over 5,000 messages.

Pricing: No charge

DIRECT SMS (1-WAY)

Direct (or 1-way) Text Messaging for critical alert delivery.

Allows government agencies to reach individuals with urgent, real-time information, directly to their mobile devices via native SMS. Messages are sent at agency discretion. Information is “pushed” or sent by agency.



- Uses native SMS for real-time delivery of critical information.
- Cost-effective. Stand-alone text messaging solution; GovDelivery communication platform optional.
- Flexible. Messages are sent at agencies discretion, utilizing Direct SMS for only critical alerts.
- Effective. Reach mobile audience immediately; keeping the public informed of critical and time-sensitive information.
- Efficient. Integrates with GovDelivery platform. One communication platform, fully automated.

Pricing:

- Pricing is based on message volume and an annual contract.
- For more detailed pricing, please contact your GovDelivery representative.

ON-DEMAND SMS (2-WAY)

Allows individuals to request real-time information, delivered to mobile device.

Mobile users access real-time information that often impacts their daily lives and schedules. Data such as train schedules, road closings, or flu vaccination clinic locations is available on agency website, individuals query agency for information through a text message ‘code’, and information is automatically sent back to the mobile device. Information is “pulled” or requested by individuals.



- Real-time delivery of up-to-date information. Uses native SMS.
- Stand-alone text messaging solution; GovDelivery platform use optional.
- Improves Service to the Public. Improve customer service by giving individuals access to information that is important to them, often information that impacts their daily life and schedules.
- Integrates easily with web or XML feeds.
- Decreases Call Center Volume. Automated query and response happens within seconds, improving service and decreasing call center calls and support.

Pricing:

- Pricing is based on message volume and an annual contract.
- For more detailed pricing, please contact your GovDelivery representative.