

Interactive Text Messaging

Immediate and meaningful conversations with your audience.

Introduction

Your audience is on the go, their attention spans are short, and they're veering further away from the reach of traditional communications and advertising tactics.

90% of Americans own a mobile phone, and research shows the average text is read within 5 seconds. Where ad campaigns, websites and social media fall short, interactive text messaging fills in the gaps.

If you aren't texting your audience (and inviting them to text you back) you simply aren't providing the best service you could.

Why Interactive Text Messaging?



EVERYONE GETS A VOICE

More people have access to text on a mobile device than any other communication channel, making it possible for more diverse people and perspectives to be represented.



IT'S EVERYWHERE

As communications get more fragmented, text messaging lets your organization keep pace by communicating where people are today.



QUICKLY MOVE YOUR AUDIENCE TO ACTION

97% of texts read within 15 minutes of sending, and an average open-ended response of 2.5 sentences, text messaging is immediate and powerful.



SIMPLICITY AND CONVENIENCE

People read and respond to text messages while they're waiting for the bus or walking down the street.

Overview

NOTIFY OR REMIND

From 1:1 appointment reminders to real-time status blasts, reminders raise your customer service game and reduce the cost of missed appointments.

GET ACTIONABLE FEEDBACK

Invite anyone to text in. Get concise responses in 5-8 questions.

ENROLL AND ENGAGE

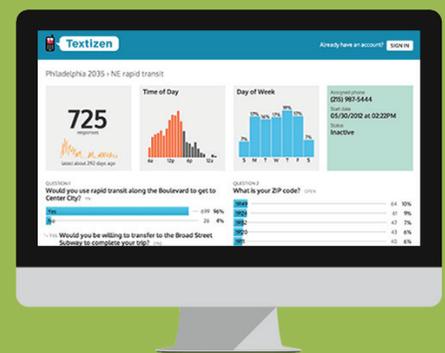
Enroll and engage program participants on the spot, from anywhere they live, work and play.

CHANGE BEHAVIOR

Send tips or exercises by text. Persistent, bite-sized education influences behavior change.

TRACK OUTCOMES

Reach out to measure program impact at milestone days, weeks, or months.





Features

Get started with Interactive Text Messaging in minutes. No heavy lifting, no complicated setup, no administrative burden. Features include:

- 1-Way and 2-Way Message Engine
- Contact Import and Management
- Photo Messaging
- Multilingual Support
- Real-Time Reporting
- REST API for Integration
- Best Practice Guides
- Full-Service Support

Our Customer Successes

More than 300 organizations use interactive text messaging to engage the public, elicit behavior change, and drive outcomes.



HEALTH AND HUMAN SERVICES

Philadelphia's Office of Reintegration Services supports ex-offenders in their challenging transition from incarceration to community life. GovDelivery developed interactive text strategies to increase program attendance, reduce case manager workload, and deepen 1:1 relationships. RISE staff indicated that clients were much more responsive to texts than phone calls, and first-day program attendance increased by over 40%.



CHILD WELFARE

The Eagles Youth Partnership provides free eye exams and glasses to children under 18. GovDelivery configured its interactive text platform to import contact information, ask survey questions, and offer assistance for lost or broken glasses. Over 50% of families replied within one hour, yielding quantitative and qualitative outcome data.



CITIES AND COUNTIES

The Chicago Department of Transportation wanted broad input to inform new guidelines for public space. GovDelivery advised on outreach strategies to engage diverse audiences, designed ads for placement in public locations, and configured a 2-way survey. Over 3,500 residents contributed input on streetscapes, street events, and more in English and Spanish.



ENVIRONMENT AND CONSERVATION

The Clean Air Council (CAC) needed detailed incident reports to lobby for changes to commercial vehicle idling laws. GovDelivery converted complex requirements to a simple text-based interactive tool, trained citizen reporters, and configured workflow integrations for multiple agencies. The program grew citizen participation by over 300%. CAC used this data to change policy in 4 agencies in 6 months.