

# BounceBack COUNCILS™

## Community SMS Notice Board



### Self-service Community Information Solutions via SMS



**BounceBack is the quickest and easiest way to make your high demand information available anywhere, anytime.**



Works 24/7 to improve customer satisfaction and reduce peak call loads on customer service and other departments. Link to, or publish concise information in an instant on a range of topics, events, sports fields or other Council assets.



Ratepayers, schools & clubs then access what they need, whenever they need it, direct from any mobile.

- *Easier than recorded messages & answering machines*
- *Cheaper than 1900 numbers*
- *Quicker than updating websites*



# Imagine.

## Better communications without the phone ringing!

BounceBack SMS gives you the ability to improve your customer service & reduce your peak call loads at the same time! Making your information accessible (at low cost) from any mobile is perfect for busy people and generates enormous goodwill.

The flexibility of the service allows a Council to easily publish any concise & sought after information, including – hours of operation, beach alerts, road closures, outages, school vacation activities, festivals & events or sports grounds. Basically anything that consistently makes the phone ring or generates repetitive enquiries.

### Key Features:

- No legislative exposure in terms of data security, privacy, spam, etc
- Secure, web based solution linked to stable SMS technology
- Expandable and easily customised to meet your ongoing needs
- Works 24/7 on all phones & all networks
- No limitations to simultaneous message retrieval
- Easily administered by non-technical people
  - » Update hundreds of keyword messages in 30secs
- Easily communicated and straightforward for end users
  - » SMS is well understood

### Council Friendly:

- Each facility/asset has a unique keyword that users text
- One destination number for all message requests
  - » 199BBSMS (199 22767)
- Doesn't force a change in your current work practices
- Update information at any time via any internet connection or (by outdoor staff) direct from a nominated mobile
- Annual subscription license – fixed cost for budgeting, no fees per use
- Can either replace existing technologies or work in conjunction to enhance your current systems
- Marketing materials help you launch the initiative
- Fully supported



## ***Solve a single problem or build a complete communications solution.***

Blink Mobile has integrated the BounceBack Message Server into a complete and easily implemented web based service - BounceBack SMS. For most Councils this means that a comprehensive community messaging solution can be up and running in less than 5 working days, with next to no impact on existing internal systems.

### ***Push vs Pull?***

The common thinking for SMS messaging services is a **push** model. That is, Council maintains lists of phone numbers in order to send out messages as required. While there are times and circumstances where pushing messages makes sense, Blink's first preference is generally a user **pull** or on-demand solution.

The reason being is that such a solution requires **no** lists, **no** maintenance, has **zero** transaction costs and **removes all** the **legislative issues** around privacy, spam and the opt-in/out provisions. Treating all users as anonymous and removing the hurdles of registration allows every mobile user to be able to access just the information they want and only when they want it.

Ultimately, the right answer for most Councils that require a comprehensive solution will be some combination of both push & pull, which the BounceBack service provides. But the simplicity, speed to implement and low cost of BounceBack's unique on-demand service means it should be the cornerstone of any community communication service.

### ***How does it work?***

At its simplest level the diagram adjacent shows the two elements to the BounceBack service – where Councils update current information, and users 'ask' and then 'receive' that same current information.

### ***Start simple, then expand & leverage***

An initial implementation of the BounceBack SMS service for a particular council department, or to satisfy a specific requirement, can be achieved quickly and with minimal

impact on existing systems. However once established, the BounceBack service can be easily expanded and adapted to serve multi-departmental needs to both disseminate and gather information, as and when its required, be it internal, to closed groups or for general public consumption.

An additional benefit of an expanded approach is that each council keyword can point to its own data source to gather its return message information. In this way the service works to provide a common user interface regardless of the disparate nature of the systems being accessed to source the return message information. And when systems change the user interface can continue as if nothing has changed at all.

SMS can even be utilised as a convenient and immediate 'call to action' mechanism. Customer Service Requests can be accepted via SMS, provide the customer with a confirmation and tracking number and then route the request to the appropriate department via SMS, email or direct into existing computer systems.





## Community SMS Notice Board

BounceBackCouncils has been developed by Blink Mobile Technologies in conjunction with a selection of NSW Regional & Metropolitan Councils.

Blink Mobile Technologies Pty Ltd is an innovative developer of messaging solutions for public sector organisations and other community groups with large numbers of people with common interests. Under the BounceBackSMS brand, we also provide solutions aimed at assisting schools, junior sporting clubs and volunteer based groups.

Since commencing operations in 2005 we have quickly established a customer base spread right across each of Australia's eastern states.

### Contact Us

To understand more about this innovative and award winning service, review charges and service levels or check references from the current range of Council clients, please visit [www.bbsms.info/Councils](http://www.bbsms.info/Councils)

- email: [councilsales@bbsms.info](mailto:councilsales@bbsms.info)
- Phone: 1300 552 189
- Fax: 02 4356 1476
- General: 277 Mann St.  
Gosford NSW 2250

### Current council clients include:

