

Outbound SMS : Redrow Homes Ltd

aql are pleased to be a technology provider for Redrow Homes Ltd, one of the UK's leading home and commercial property developers.

This case study shows how SMS messaging can be used to maximise information distribution and output whilst cutting communication costs.

Problem

Redrow contacted aql in order to find an efficient way of contacting all of their prospect databases, which were an up to date list of all customers interested in a particular type of property development or location.

The outcome needed would help to increase company touch points and generate feedback with customers by increasing their communication channel.

The Solution

Out of the aql portfolio of communication products. Redrow chose SMS to perform a messaging campaign.

The system is easy to use. The message can be entered at the aql.com website and a relevant distribution list chosen. One click dispatches the message to hundreds of recipients. Each message can also be personalised using desktop software such as MS Office.

Redrow now send over 5,000 SMS messages per month using the aql service and have utilised their communication potential. They have received positive feedback from their sales teams about the SMS facility which has resulted in sales attributable to using the messaging service.

Advantages

Speed of delivery

SMS messaging is an instant communication - it can be used for last-minute marketing of an event or as a timely method of updating customers.

Auditable delivery

Delivery reports are available in real-time, allowing the status of a campaign to be determined and responses versus receipts calculated.

Branding

aql messaging allows Redrow to send messages out with the Redrow brand prominent in the sender address window.

Why aql ?

aql, formed in 1998, have extensive expertise in technical communications. aql are the only network partner in the UK with reserved capacity on the mobile networks, helping to ensure that campaigns are delivered successfully, even in times of network congestion.

aql's security culture helps to ensure that your messaging data is safe. Many aql employees are security cleared to government SC and can handle information up to Top Secret. In conjunction with a stringent approach to data protection and privacy, aql assure your data safety.