

## SMS – quick, easy and cost- effective communication

### Case Study with Barts and The London NHS Trust

**Background:** With a standard turnout of 80-100 people at the Medicine for Members events, the Trust wanted to remind more members to come along to their informative talks; many of whom were interested but often forgot about them. Sending out letters and mentioning it in newsletters worked, but they needed something faster and more effective.

**Solution:** Capita approached Barts and The London with our SMS communication solution to help them improve attendance at their Medicine for Members event. A week before the event, Capita sent out a reminder SMS to all members who had supplied the Trust with their mobile phone number.

With mobile communications at an all-time high, we knew that that sending members a quick SMS would be an effective way to remind people about something that they might be interested in attending and which they would otherwise forget.

**How we did it:** Running a report to extract the mobile phone numbers from Barts and The London's membership register, we were then able to send them all an SMS which contained all the relevant information.

At the end of the event the Trust also asked members to fill out an evaluation form in which 50% of the respondents provided their mobile phone number so that they could also be contacted by SMS in the future.

**Results:** Capita was able to help improve attendance by over 80%! Attendance at the Medicine for Members event in March was one of the highest ever with almost 150 people coming along to find out more about the Trust's work as a Major Trauma Centre. Many members also mentioned how handy it was to receive their reminder message and all the feedback was positive.

**Benefits:** By using Capita's SMS communication solutions your Trust can obtain the same benefits as Barts and The London NHS Trust:

- Better attendance at events – a quick and easy way to remind people;
- Members are happy to attend something that interested them at the Trust; and
- People perceive the Trust as being innovative.

"I would absolutely re-use Capita's SMS solution to alert our members about events in the future, it was very cost effective for the result and I sincerely believe the text alert increased our numbers, quite significantly."

Chloé James,  
Head of Corporate Events,  
Barts and The London NHS  
Trust

**More ideas:** Our SMS broadcasting service is a quick and easy way to:

- Carry out mini-surveys and snap polls
- Welcome new members to your Trust
- Remind members about completing consultation papers
- Remind members to fill in their ballot papers
- Invite members to an event

For more information about how we can support your Trust, please contact your Relationship Manager or Ross Hignett, Business Development Manager: 07760 991 813 / 01256 383 767 / ross.hignett@capita.co.uk

[www.capitamembershipservices.co.uk](http://www.capitamembershipservices.co.uk)

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