

## **Priority Outcomes and SMS**

### Priority outcomes which specifically mention SMS:

G3 - Providing every Councillor Citizen participation and response to forthcoming consultations and decisions on matters of public interest (e-consultation), including facility for citizens to sign up for email and/or SMS text alerts on nominated topics (**G3**);

E8 - provision of facilities for making credit or debit card payments via SMS text message for parking fines (mobile phone) (**E8**);

### Priority Outcomes which can be interpreted as a use for SMS solutions:

G2 –Empowering and supporting local organisations, community groups and clubs to create and maintain their own information online, including the promotion of job vacancies and events (**G2**). Providing job vacancies for references to URLs, etc. Citizens can register online or via SMS; info would go into a CRM system and regular updates would be sent out to them via SMS.

R7 – public reporting- (e.g. abandoned cars, graffiti removal, bulky waste removal, recycling)  
Citizens can send in SMS text messages to the council via a Virtual Mobile Number or Shortcode service – messages can then be mapped/routed to relevant department for action.

G8 - establishment of a single business account (i.e. a cross-departmental ‘account’ run by the local authority whereby businesses are allocated a unique identifier that can be stored and managed via a corporate CRM account facility supporting face-to-face, website and contact centre transactions) (**G8**)

R11- delivery of ‘added value’ around online payment facilities, including ability to check Council Tax and Business Rate balances online or via touch tone telephone dialling (**R11**).

This can be set up so that checking of balances can be provided by SMS as well or any enquiry can be made via SMS

**R12** - renewal and reservations of library books and catalogue search facilities (**R12**); SMS reminders that books are available or that books need to be returned

R13 - \_ booking of sports and leisure facilities, including both direct and contracted out operations (**R13**). Send SMS confirmations that a booking has been made, a reminder of an event or to notify those on a waiting list that a facility has become available

R14 - The public to inspect local public transport timetables and information via available providing organisation, including links to ‘live’ systems for interactive journey planning

R23 - Self-service or mediated access to all council services outside standard working hours via the Internet or telephone contact centres (i.e. available for extended hours outside of 9am-5pm Monday to Friday) (**R23**);

R26 - Monitoring of performance of corporate website, or regional web portal, between 2003/04 and 2005/06 in order to demonstrate rising and sustained use, as measured by industry standards including page impressions and unique users (**R26**). Many of the auto-replies and or info provided can provide a URL to encourage people to visit the web site.

R4 – Local authority and youth justice agencies to coordinate the secure sending, sharing of and access to information in support of crime reduction initiatives in partnership with the local community (**R4**).

Policing – sending out SMS “beware of XXX” or citizens texting info on graffiti, street lighting, vandalism, muggings, etc.

In general Mobifi believes that the use of SMS by councils falls largely into 5 sections:

- Providing information to the council
- Asking for instant info – e.g. bus timetable etc
- Asking for regular info – e.g. job vacancies
- Payment systems – including receipts
- Reservations/confirmations