



Efficient Staff Planning Thanks to Two-Way SMS

The challenge

Personnel placement and temporary employment services are among the most important service markets facilitating entrepreneurial flexibility. To continue to hold their own in this highly competitive environment, personnel service providers must be able to provide their customers with qualified staff faster than ever before. This is especially true in cases where short-term bottlenecks occur due to illness, seasonal fluctuation and order peaks. The problem is that those managing large workforces are often faced with a shortage of both time and administrative capacity.

The background

Whether it's temporary or long-term personnel deployment, individual or team assignments—many staffing agencies coordinate staff primarily by telephone. In an initial non-binding conversation, the agency first inquires about availability and interest in the position. The worker called only receives more information about the place of employment and working hours in a second conversation. Moreover, multiple phone calls have to be made to potential staff simply because they cannot be reached. Documenting these calls is also tiresome and is usually done manually. Media disruption between the various communication channels can hardly be avoided. To significantly reduce the administrative effort required, personnel service providers are increasingly seeking automated communication solutions that efficiently facilitate information exchange with staff.

Customer benefits

- ✓ Efficient staff coordination
- ✓ Short response times
- ✓ Minimum effort and expenditure
- ✓ Increased administrative capacity
- ✓ Optimized order processing
- ✓ Increased customer satisfaction

The solution

Retarus Enterprise SMS Services allow texts to be sent securely and reliably from business applications, ERP or CRM systems, and web-based applications to any mobile phone in the world—straight from the Retarus infrastructure without the expense of additional hardware or software. Incoming SMS replies are automatically pushed to the relevant business applications. Data is always encrypted for transmission. Companies around the world benefit from scalable transmission capacities and maximum transaction security. The SMS services are operated in Retarus' own data centers in accordance with the applicable local compliance and data protection regulations.

Benefits at a glance

-  SMS transmission and reception directly from or to business applications or email clients
-  Virtually unlimited sending and receiving capacity
-  Support for numerous APIs: REST, SOAP, HTTP (XML), SMPP or SMTP
-  Compliance with regional regulations for the successful international delivery of text messages
-  Provisioning of telephone numbers for receiving SMS worldwide
-  Comprehensive monitoring thanks to detailed reports

Use Case

Retarus' two-way SMS services enable personnel service providers to have quick access to external staffing resources. The benefits: SMS messages can be delivered to any cell phone even if network coverage is poor; they also have high opening rates and are read with minimum delay. With Retarus Enterprise SMS Services, staffing agents can filter out qualified staff in their CRM systems with just a few clicks and then send them a text message directly from the CRM, with a reply option. To facilitate this, Retarus can provide special telephone numbers upon request to which replies can be sent. In addition, the sender can use keywords in the SMS text to set up response options, such as "OK" or "NO". The SMS services forward incoming replies directly to the business applications, so the replies can be tagged automatically in the CRM system according to the keyword contained in the reply. The responsible staffing agent only has to call potential workers who have sent a positive response to clarify details of the assignment. This significantly reduces administrative effort, meaning that more orders can be processed in a shorter space of time.

The web-based Retarus Enterprise Administration Services (EAS) Portal allows users to easily configure general send and receive options in advance. On request companies can receive automatic delivery confirmations for each text sent, so they can accurately trace when the message passed through the Retarus infrastructure, when it was transferred to the cellular carrier and when it was received. The Retarus infrastructure uses its network of aggregators to reach 99 percent of all mobile communications networks on all continents. Moreover, Retarus complies with the applicable regional regulations across the globe for the successful delivery of text messages.



Did you know?

*The average opening rate for texts is 98%.
Approximately 90% of all texts are opened within the first three minutes of delivery.*

Other scenarios

Marketing research institutes

Market research institutes can check the availability and interest of potential interviewees via SMS. The amount of time invested by the interviewer is significantly reduced, since interviewees are contacted by telephone only if they respond positively.

Courier services

Delivery of a package is announced via SMS. The recipient can confirm the date and time, request a new delivery date or indicate a preferred date via SMS, greatly increasing the number of successful deliveries.

Shipping line crews

Shipping lines can send their crews an SMS regarding changes in the timetable, and require that they send an SMS reply to confirm that they have received the information. This ensures that the crew is on time, so the ship can depart without delay.