



How Silverdale cut it's costs dramatically using Zaptext



The Challenge

Silverdale Care Services, a leading provider of domiciliary care in Southern England, needed a way of managing workforce communication. With multiple mobile care-workers, and several offices, the system needed to be easy to use, cost-effective, and reliable.

Managing Director, Morris Schwartz, remarks *“Zaptext has huge appeal. Our figures show a cost saving of 86% on communication, and my managers love the fact that they can use the system from any web-browser”*

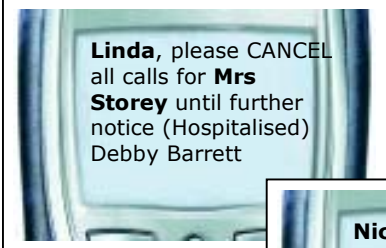
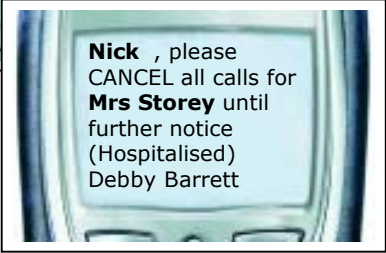



The example below shows how easy it is to inform ALL CARERS of a situation, in a FRACTION of the time it used to take:





1 – User enters a “Smart-Prompt” driven message

✓ User only needs to choose the message type, and use a smart-prompt to enter ONLY the information required

components (see key)

📞 – Message is sent to ALL Carers 👤 👤 👤 👤 👤 👤 👤 👤 👤 👤 👤 👤 👤 ...


 	<ul style="list-style-type: none"> ✓ Messages arrive in real time ✓ User can see on-screen confirmation that message has arrived on the cell phone ✓ The entire workforce can be alerted to important information, in minutes ✓ Using Event chains, manager can enter messages, for bulk delivery on a future day and time
<p>Zaptext components (see key)</p>	  



Key to Zaptext Components	
	<p>Zaptext SMS: Richly personalised SMS sent automatically or by central staff (singly or in batches).</p>
	<p>Zaptext Event Chain: Zaptext event chain technology allows business processes to be automated.</p>
	<p>Zaptext Professional Services: Developed all message content, and set up Zaptext Zone, with user-id's so that separate offices could use the same system.</p>
	<p>Zaptext Smart-Prompts: A technology which allows the user to provide the “absolute minimum” information at run-time, for production of content-rich outbound media.</p>

*“With Zaptext we can manage our workforce communications infinitely better than before. What used to take **TWO HOURS** now takes **TWO MINUTES** ! .*

Following a phase II development provided by Zaptext, We can now see all of our LIVE client and schedule data on our PDA's”

Mrs Debby Barrett, Care Manager , Silverdale Care Services



	<ul style="list-style-type: none"> • Highly respected, multi-office care provider • High growth • Uses technology to improve standards of care 	<h2>Zaptext</h2>	<ul style="list-style-type: none"> • Hosted CRM • Multilingual Digital Marketing • Business Process Automation <p style="text-align: right;">info@zaptext.com </p>
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