



211 San Diego able to connect with a larger audience regarding their Non Profit Services through 360 SMS App.

About The Company

As a local non-profit operating 24 hours a day, 365 days each year, 211 San Diego is the region's trusted source for access to community, health, social and disaster services. By simply dialing 211 the call is free, confidential and available in more than 200 languages. 211 provides access to 6,000 services, resources and programs through our online database. Their mission is to serve as a nexus to bring the community (organizations) together to help people efficiently access appropriate services, and provide vital data and trend information for proactive community planning.

211 San Diego comes under Non-Profit Organization.

Challenges

1. They were unable to capture a large target audience at same time. During their interaction with the member of NPO or the one they are targeting, they had to go either for call or mail.
2. They were unable to share tracking links through messages, they have to create specified mails or need to use mailing software for the same.
3. They wanted to circulate specified automated messages regarding health, social, and disaster services but were unable to conduct any campaign regarding the same.
4. They were unable to run campaign regarding disasters, social or health services or all including the ones who don't have a smartphone or remote areas where internet is the biggest issue.

Process:

Capture Target Audience: 360 SMS App helped 211 San Diego to capture the right target audience at same time by creating automated send through single number, that helped them to not only capture the right audience for donation purpose but also helped them to stay in touch with their members.

Conducting Surveys: During any disaster or health issue, they need to conduct various surveys to understand the problem and what kind of solution will work. With 360 SMS App, they were able to create an automated survey. Also, this helped them to connect with a larger audience in terms of Surveys.

Create a campaign and send bulk SMS: 211 San Diego wanted to create automatic campaign and share them as bulk SMS, for that 360 SMS App Bulk SMS feature helped them to not only create and schedule campaign but send it to all the target audience at same time.

Circulate prescheduled automated messages: 360 SMS App helped 211 San Diego by creating prescheduled automated messages which helped them to run their campaign without any hustle.

Result

211 San Diego was now able to connect with the target audience as well as the members during any disaster or health issue through expert messaging solution on regular basis without any hustle. 360 SMS App helped them to generate more funds and also made it easier for them to connect with the rescuers, send awareness messages, creating automated messages and conducting them on timely basis, conducting marketing process in remote areas etc.

About 360 SMS App

360 SMS is a one-stop text messaging solution for Salesforce. The app empowers users to communicate effectively with customers and business partners, allows marketers and sales users to batch text and enables administrators to automate triggered text messages and even automate the responses. We built an industry focused messaging app that helps industry leaders to greatly increase customer engagement through 1-on-1 conversational texting, batch texting and AI driven automated texting.

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