

## PROFITING FROM TEXT MESSAGES

**Riverside Recruitment is a Carlisle based agency providing temporary and permanent recruitment services to the industrial, distribution and commercial sectors. Riverside has been using Intersoftwares' enterpriSe solution for 15 years.**

### Smart Communications

The Cont@ct software module within enterpriSe allows users to send emails and SMS text messages direct from the application. It's a perfect way of communicating with both candidates and clients and can save considerable amounts of time and money.

Emails and SMS text messages can be sent to multiple addresses and mobile phone numbers entered into enterpriSe, making it simple to send multiple, personalised emails and texts in seconds.



Riverside Recruitment has been using the Cont@ct facility for a variety of communications for some time. Recently they sent out an SMS text messaging alert about HGV I jobs to 700 past and potential job seekers on their database. The results were better than good!

Director Richard Dixon at Riverside said:

“Out of the 700 that we sent text messages to, 18 people replied and of those we managed to place 12 in work.

We made over £1400 on these drivers which we would have never done without the SMS function - so we gained and there are 12 people with jobs.

Happy result all round!

The process was dead easy - and literally only took a few minutes to

## CASE STUDY



organise and send out. That's a pretty good return on investment. “

**ENDS**