

boomerang™

CASE STUDY

ONESERVE

oneserve
A Smarter Way to Work

"Working with Boomerang has provided our clients with a robust 2 way messaging solution which, when integrated with Oneserve's service management solution, automates the communication with their customers and improves the efficiency of their service."

Adam Thompson, Chief Solutions Officer, OneServe

MOBILE WORKFORCES

BACKGROUND

Boomerang™ has partnered with Oneserve, a provider of cloud-based software solutions for companies with mobile workforces.

Using Boomerang's patented threaded technology, Oneserve, which has clients in the property, social housing, telecoms and facilities management industries, will be able to better serve those working in a mobile environment. Oneserve's service management software provides businesses with the tools they need to increase productivity, improve visibility and drive greater collaboration within the business and the supply chain.

INDUSTRY: Software
WEBSITE: www.oneserve.co.uk

SOLUTION

Adam Thompson, Managing Director of Oneserve, said: "Boomerang's solution enables our clients to send out automated text messages to their customers. The two-way threading technology allows the customers to respond and engage with our clients in a unique way."

"Our clients are able to automate appointment confirmations which has a number of benefits including reducing the number of missed appointments and also



"For example, in the housing space, the technology allows users to text a tenant with an appointment suggestion. The tenant can then reply and either confirm the appointment or reject it. This then automatically escalates to the correct person, so that the next action can be carried out – for instance, a new appointment might be suggested.

However, this is not just limited to the housing sector – it has potential for telecoms, facilities management and many other areas and we're looking forward to promoting this service to our entire client base."

"Since using the Boomerang and Oneserve solution, we are seeing a much better response rate"

Matthew Clarke, MD at MCP

CLIENT - MCP

MCP Property Services Ltd provide services to the social housing sector . Last year MCP Property Services delivered in excess of 200,000 responsive repairs to customers across South East England. Matthew Clarke, Managing Director at MCP commented: "We've been using the Boomerang and Oneserve solution to measure customer satisfaction for just under a year now and in that time, we have noticed a considerable improvement in the response rate. A text message is automatically sent out to our customers following an appointment with one of our operatives asking whether or not they were satisfied with the service. This helps us to identify potential complaints immediately and take action before they escalate.

"Through this targeted and selective way of reaching our customers we save a considerable amount of time and achieve that crucial

MOBILE WORKFORCES

real-time response. Most importantly we only received around a 15% response rate from our customers with our previous feedback system. Since using the Boomerang and Oneserve solution, we are seeing a much better response rate – around 38%."

FINAL WORD

Thompson concludes, "We chose to partner with Boomerang as there is nothing else on the market that possesses the same capabilities that its technology does. The two-way threading technology was unique to anything else we'd seen from other providers. We already have three of our clients using the technology and they are already beginning to reap the rewards."

Alan Dye, Sales & Marketing Director, Boomerang said: "Organisations are increasingly seeing SMS as a powerful platform to go beyond marketing communications and, instead automate processes, transform services and enhance customer experience. Best of all, it can be applied – uniquely – to any business in any sector. We are always looking for ways to enhance the services our clients can offer their customers and our partnership with Oneserve marks another important step in that direction. We are looking forward to welcoming even more of Oneserve's clients to our technology in the near future."



For more information, please visit: http://www.boomcomms.com/

Boomerang is a digital communications company. Our product range is the result of years of experience developing and supplying communications solutions to corporates and SMEs. Patented in 23 countries around the World, the technology used in our services and products is unique, and addresses many of the problems inherent in business communication today.

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