

Challenge presented

AFC Torino S.p.A. is a sole proprietorship company owned by the City of Turin, which manages the city's Cemetery Services. It offers a "Find a Grave" service whereby a kiosk is on hand to give information and print the coordinates of the exact location of plots in the cemetery. AFC Torino S.p.A. needed to find a more effective, technically failsafe way of giving these coordinates to relatives.

Actions undertaken

By integrating the Skebby SMS Gateway send and receive service, AFC Torino S.p.A. offers relatives the practical, quick option of sending an SMS to a dedicated mobile number with the text "name of the deceased to be located". The system replies with a text message directly to the relative's mobile phone, containing the coordinates of the exact location of the grave they wish to visit.

Benefits delivered

Using text messages has meant there are no longer technical problems due to the printer, and the process is speeded up and simplified for the families themselves, who can now turn their full attention to the delicate matter of visiting their loved ones' graves.

How can public authorities benefit from SMS mobile marketing

✓ Improve communication

Keep citizens up to date on events and initiatives that you've organized or use the Receive SMS channel for receiving comments on projects, initiatives and life in the local community.

✓ Memos and emergencies

Send messages to announce school closures, street cleaning, road works, traffic bans, etc.

✓ Receive reports and images in the public interest

Give citizens the opportunity to send messages with photos of uneven road surfaces, potholes, broken street lighting..

✓ Communicate with the differently abled

A dedicated number for receiving SMS from the differently abled (e.g. hearing and speech impaired), who can thus communicate with local authorities directly from their mobile phones.

✓ Promote events

Promote events, campaigns, fairs or sports activities via SMS