



Comune di Pisa

Challenge presented

The Municipality of Pisa used regional funding under the "e-government project" to implement the "Citel" portal. This is in effect a virtual helpdesk through which citizens can access interactive online services. The Municipality was seeking a reliable, competitive partner which would allow them to send text alerts about significant events, subject to prior agreement with citizens.

Actions undertaken

Skebby's SMS Gateway was integrated into the "Citel" portal, allowing SMS notifications to be sent in real time. After registering with "Citel" citizens can request to be kept informed about specific events that interest them, such as events related to school services, tourism, business activities and so on. The municipality sets the events to be announced, and once the citizen has enabled the service and chosen their areas of interest, they receive text alerts on their mobile.

Benefits delivered

The Municipality of Pisa quickly added SMS functionality to its other free information services for citizens, allowing them to stay constantly informed on issues they are interested in.

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