



Challenge presented

The Milan Polytechnic's Career Service provides placement services to more than 15,000 students and alumni of the Milan Polytechnic. Most of these services are provided via web, and a complementary tool was required to keep students/graduates updated on new job vacancies which come up while they are browsing online.

Actions undertaken

The Career Service of the Milan Polytechnic chose to use the Skebby Web SMS service in order to rapidly inform students and graduates by text message whenever a new vacancy is posted on its website. This interface has made it possible to send multiple SMS in just seconds, directly from the Service's PC.

Benefits delivered

Web SMS is a cost-effective way for the Polytechnic's Career Service to keep students/graduates informed of new job opportunities as and when they arise. It has speeded up the placement process, and improved the service offered. Using SMS has increased sales, thanks to the fast spread of information and the optimisation of customer service, improving loyalty among students and graduates.

How can schools and universities benefit from SMS

✓ Promote events

Send texts to anyone who might be interested in the faculty's open days or other events scheduled at the university.

✓ Generate new contacts

Create your university's club: students and lecturers can sign up to the and receive information on scheduled events directly on their mobile phones.

✓ Internal communication

Keep staff up to date on news or useful information. Lecturers can send SMS students with information on exams or anything else.

✓ Student meetings

Remind everyone of student meetings.

✓ Announce emergencies

Quickly contact all students and staff in the event of an emergency.

✓ Deadline reminders

Send SMS to remind students of deadlines/dates for returning books or other material.