

Challenge presented

The Civil Defence service of the Province of Venice manages problems and weather-related emergencies affecting the area of the Province, coordinating more than 2200 people. The Civil Defence service was seeking a fast, real-time way of contacting and updating all of its volunteers across the province, with bulletins issued by the Regional Authority or by the Prefecture reporting emergencies, natural disasters (floods, earthquakes, etc.) and stating what measures, if any, need to be taken.

Actions undertaken

By using Skebby SMS from E-mail, a service for sending and receiving SMS via gateway directly from an existing e-mail server, the Civil Defence receives an SMS from the Region or Prefecture, and the text (which can exceed the standard 160 characters) is automatically forwarded by mail server and also as a text message to all the volunteers simultaneously. If the message should arrive by fax, the mail server automatically forwards an SMS to all volunteers advising them to check their e-mail, where they will find the PDF file of the fax message.

Benefits delivered

The use of SMS from E-mail did not involve any development costs, and the service can be used immediately from any e-mail server. During emergencies or alarms, texts can be sent simultaneously either from a fixed workstation or while on the move, and can exceed the standard SMS length of 160 characters.

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