



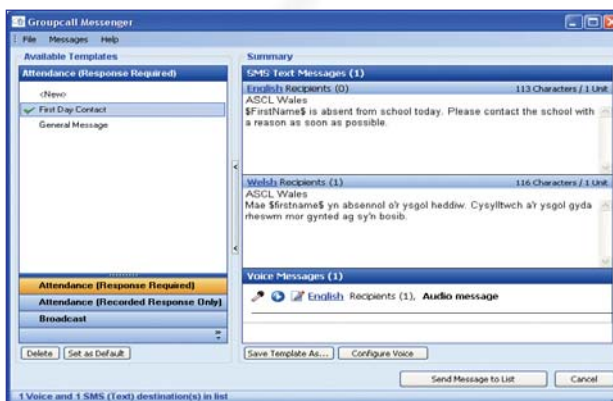
Robust, efficient, cost-effective messaging for secondary schools

Whatever message a school may need to communicate to parents - "why is your child absent from school today?", "the football match is cancelled", "we're open as usual despite the snow" - few have spare resource to devote to making and fielding all the calls.

That's why hundreds of schools throughout the UK are enjoying the benefits of Messenger, a low cost subscription service from Groupcall which reduces administration time spent on the telephone and saves on telephone costs. It enables schools to send automated and pre-recorded voice, email and SMS messages in a range of languages to parents' landlines and mobile phones. Messages are delivered instantly and the school knows exactly who's received them and who hasn't.

Unauthorised Absence

For many schools, Messenger is helping to make first day contact to monitor unauthorised absence achievable. Messenger allows attendance information held in the school management system to be searched not only for one day, but between any dates within the school year. The system will produce a list of all pupils marked as Unauthorised Absent (or any other absence code) for the date range specified. Personalised messages can be sent to parents requiring a reason for the pupil's absence on the dates in question.



Existing users have reported that 80% of the outstanding "unauthorised absence" letter requests were answered within 24 hours of receiving a message from GroupCall Messenger.

Peace of Mind for Parents

When used to quickly identify and investigate unauthorised absences to ensure they are genuine, Messenger can make an important contribution to pupil safety.

If you're a parent, this means that, irrespective of your first language, you have the security of knowing that if your child does not arrive at school as expected, you will be quickly alerted to the fact.

Data Is Secure

With Messenger, the security of the school's data is assured. All data resides with the school so there is no threat from Groupcall to its integrity. This contrasts with some comparable systems where data resides on the Internet. Our approach reduces the potential for misuse of the product.

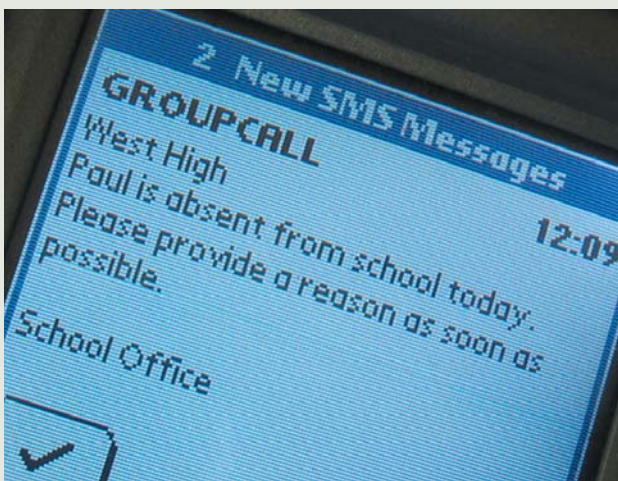
In addition, all messages are prefaced with an authenticated GroupCall identity making it impossible for messages to be sent to parents by someone purporting to be the school.

Remote access

A secure website with password-protected access for school administrators ensures that messages can still be sent even in the event of an emergency that renders the school inaccessible or its computer system unusable.

How Does Messenger Work?

Messenger reads pupil, staff and attendance data direct from all the major school's Management Information Systems, (MIS) including SIMS, Integris, CMIS and Phoenix Gold. Contact lists for "special interest groups" eg. Governors, the football team etc, can easily be created and stored in the Messenger directory.



Messenger allows each school to keep a library of pre-recorded voice and text messages in various languages that can be used at any time to contact parents. The voice library is easy to maintain and facilities are provided to make new recordings or change existing ones. The system comes pre-installed with a number of standard recordings including 'First Day Contact' messages. The school's name and pupil name can automatically be included in any message sent.

Voice facilities within the Messenger system mean that parents can be required to respond to any message. The automated call system can be set up to continue calling parents until an acceptable response has been received. Responses to all messages are automatically brought back into the Messenger system at school and can be retained for as long as necessary.

How Much Does It Cost?

Subscriptions are scaled to the number of pupils on roll and all packages include a bundle of free SMS messages. The system requires no additional hardware; it runs on the school's existing PC network and can be used by any number of users in the school office. The result is that we have been able to offer this service to schools for approximately £1 per pupil per year. Messenger has been deliberately designed to work with the school's existing telephony and infrastructure.

There is no requirement on the school for data entry and the system installation will cause no disruption to day to day running of the school. It can be installed easily and be up-and-running immediately.

Checklist of Benefits

- Facilitates First Day Contact
- General messages to groups of parents, staff or the whole school can be sent instantly
- Major savings on administration time
- Faster and cheaper than a phone call
- Speeds up outstanding Unauthorised Absence requests
- Assurance that messages have been received by parents
- Enhances the school-parent relationship
- Monthly subscription – no up front licence, no long-term tie-in – and priced to reflect school size
- No additional hardware or telephone lines required (other than Internet connection)
- Secure, password-protected website access means messages can also be sent from home or any internet connected PC
- 24/7 help line and remote support service



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