

## CASE STUDY



**School:** Bedfordshire Schools  
**Location:** Bedfordshire  
**Type:** Lower & Middle Schools

Linford Middle School in Bedford, which has approximately 700 pupils on roll, has been using Groupcall Messenger for two years, primarily for First Day Contact, but increasingly for general parental communication, including sending reminders by SMS for payments for school visits.

Prior to the school's use of Messenger, calls to contact parents of absentees could take at least an hour each day, whilst payment reminders would be circulated by letter. This meant admin time being committed to drafting, typing, copying and circulating letters throughout the school. Thanks to Messenger, this is now being achieved in a matter of seconds with the click of a button and the despatch of voice and SMS messages to any and all parents.

"We have certainly found that response from parents to First Day Contact messages is quite swift," explains Linford Middle's Jinette Fender. "I estimate that around 90 per cent of parents respond to Groupcall messages within half an hour or so. We are using the system for many more things now than just First Day Contact and have found it a very effective way to communicate easily and quickly with parents."

Although First Day Contact isn't the issue for Flitwick Lower School, staff at the 270-roll primary still recognise the benefits of having the system in place.

"Previously, if school had to be closed for any reason, we would realistically have spent almost half a day trying to contact parents and inform them," explains Office Manager, Rachel Shield "The Groupcall system completely cuts the amount of time we need to contact parents."

The school, which has made the greatest use of the system in winter due to bad weather closures and cancellations, has used Messenger more and more for routine communication as parents have become more accustomed to receiving messages from the school.

The more the parents have become aware of the system, the more we have found ourselves using it," adds Rachel. "In fact, we're finding new uses for it all the time. We send messages now for most school initiatives, from parents' evenings to reminders for children to bring their jumble bags back into school."

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