



# Newsletter January 2007

## Our New Year's Resolution

We solemnly resolve to make 2007 the year that we take the mystery out of mobile communications and mobile marketing so you can benefit from the technology that's available.

Not every mobile communication provider is going to be happy about this. After all, there are a fair few who make good money from bamboozling you. We're brave and we're not scared of them.

Have your say – what do you think about our newsletter and the topics we've raised? email us at [rapide@rapide.co.uk](mailto:rapide@rapide.co.uk)

Or call our automated feedback line  
0870 428 0436

## This Month's Stories

### ❖ Rapide powers flood alerts from the Environment Agency - Page 2

If you live, or own a business, in an area prone to flooding, rain is a serious business. Fortunately there's no need to guess any more – subscribe to the Environment Agency's Floodline Warnings Direct and receive a text alert.

### ❖ Conference Calls - Page 3

You might already know that we send out text and voice messages, but you probably don't know about our conference call network. It's simple, one of the cheapest around and uses text message reminders to chivvy up your participants. Call 0906 0001500 (or 1500 from a Vodafone mobile) to arrange a conference call.

### ❖ Voice Broadcast - Page 4

Make one call to Rapide to record a voice message and we'll deliver it out to your contact list of mobile phones on the spot. Suddenly keeping up with a team of 30, 100 or 500 people doesn't seem so difficult. Never used it? Give it a whirl! Call 0906 000 1500 (1500 from a Vodafone mobile) to arrange a free demonstration.

### ❖ Make 160 characters count - Page 5

Like all things in life, there's a knack with text messages. People are rarely parted from their mobile phone. Get your text message right and they'll ask for more, but get it wrong and they'll feel you're intruding on their personal property.

## Rapide powers flood alerts from the Environment Agency

"Text is a very important channel of communication and a big growth area. More and more people will opt to use it as their first choice to receive warnings of flooding as time goes on." Jim Crothers, Environment Agency

### Unpredictable weather

Around 5 million people live in flood risk areas in England and Wales. The Environment Agency's role is to warn people who live in flood risk areas before it is too late. People, from homeowners to businesses, can all be affected by Britain's ever unpredictable weather and it's important that warning messages are sent out quickly and at the appropriate time.

### Floodline

The Environment Agency advertises their FLOODLINE telephone number (0845 988 1188) for people to register to receive warnings via its Floodline Warnings Direct (FWD) service. Many different people and organisations register to use this service including local authorities, police, utility companies and businesses. Once registered, they are given an account number and the FWD can use Rapide to send them texts when their property is at risk from flooding.

Jim highly recommends the service;

"It is excellent. The support that goes along with service is first class. The system works perfectly and has been used actively in many real situations and I only hear positive feedback about the service. I am really impressed with Rapide."

### Subscription by text

Rapide can also provide a short code and keyword for customers to subscribe to receive regular information from you - whether that's daily diet tips, a round up of racing form or a summary of closing exchange rates.

If the information is valuable, you might consider reverse billing for the texts. That way, the customer is paying to receive the information. Instead of providing a service that is a cost to the organisation, it actually generates revenue.

Call us on 024 7643 0180 for a demonstration and a tailored quote for this service.

For more Rapide Communication Case Studies visit <http://www.rapide.co.uk/case-studies>

## Conference Calls

We all know the benefits of conference calls – you save time and money by cutting out the travelling and accommodation needed to get everyone together in a meeting.

- Our system is one of the cheapest around
- Quick to book – call 0906 000 1500 (or 1500 from a Vodafone mobile)
- A text with phone number and PIN invites participants
- Five minutes before the call is due we send a reminder text – a very handy way to keep everything on time
- For one-off or regular calls – use your PIN for up to six months
- Available to use 24 hours a day
- Up to 20 participants on each call

It's simple. But sometimes that's the beauty of a good idea.

You can phone to book a call from 8am – 6.30pm Monday to Friday.

For more Rapide Communication Voice Solutions visit <http://www.rapide.co.uk/voice>

## Voice Broadcast

It's so simple and so useful, you'll wonder why you never used it before.

### What is it?

It's a way of getting your spoken message out to groups of mobile phones without the legwork of having to call each person individually.

You call Rapide to record a message, in the same way you call another mobile and record a message on their voicemail. Just let us know which contact list you want to talk to and we'll send it out to them.

### What would you do with over 2 hours extra a week?

So, if you have a sales team of 50 staff based around the country and you make a three minute call every Monday to each individual to tell them about sales figures for the previous week, then we've just saved you 147 minutes.

That's almost another 2 ½ hours you have every week to do something more profitable with your time – like talk to your customers.

### Over a year, you've gained 127 hours.

It only takes a moment to work out how many extra sales you could fit into that time.

### All remote workers

It doesn't have to be a sales team, it could be leaving messages for staff working between two sites, virtual project teams...

Call us to get your free trial on 0906 000 1500 (1500 from a Vodafone mobile)

For more Rapide Communication Voice Solutions visit <http://www.rapide.co.uk/voice>

## Make 160 characters count

5 Top tips for sms text messages with impact.

### 1. Clarity is key

Think plain English.

Whatever you send, make every effort to ensure it's going to be understood by the people reading it. Write, edit it, then get someone independent to read it and check they interpret the message correctly. Impersonal communication – like letters and emails are often misunderstood. In a text you're playing with just 160 characters and that's including spaces!

### 2. Be ruthlessly single minded

One key message for one sms text. Be clear what you are communicating, then ruthlessly chop out extra, unnecessary details. Avoid clichés and metaphors. They are likely to be misunderstood and take up way too many of your precious characters.

### 3. Punctuation is a luxury

Use punctuation when it will make the meaning clearer – you don't need a full stop at the end of the final sentence and consider using dashes which don't need an additional space afterwards.

### 4. Don't use 'text speak'

In a business context the reader is probably over 18 and needs to understand your message at a glance. So, even though you only have 160 characters, don't fall into the trap of using gr8 or thx.

### 5. Take care with the tone

Short doesn't have to mean abrupt. Wherever possible mind your P's and Q's. It helps to keep the reader in a good humour, especially important if you're asking them to do something.

### What if you've got too much to say, so these rules won't work?

It's still no excuse for resorting to 'text speak' or mangling messages together. Consider that sms text may not be the best way to send your message.

Why not record a voice message and send that instead? You've got three whole minutes to say what you need to. There will be inflection, tone and emotion in your voice to help clarify the meaning and it can be delivered to the same mobile phones as a text message.

For more Rapide Communication Text Solutions visit <http://www.rapide.co.uk/text>