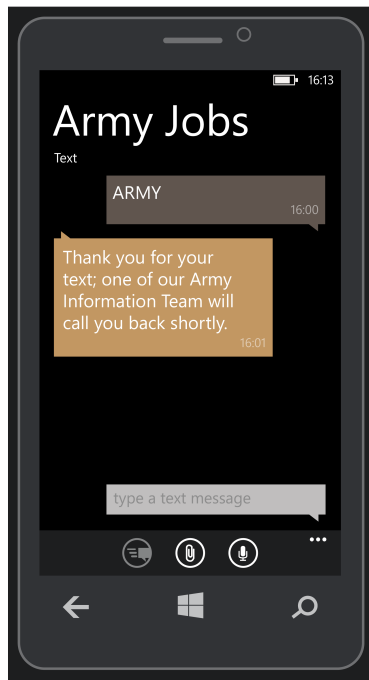# The Army uses Auto Call-back to gain recruits

Business need

To meet the need for a mobile communication channel for recruitment enquiries, while still maintaining a high calibre of soldiers.

The solution

An SMS shortcode inviting viewers to text ARMY to 61110 for recruitment information.

A sophisticated dialogue between recruit and the Army then ensues through Auto Call-back as the interested applicant is able to speak directly with a member of the Army Recruitment Team

Army communications are available 24/7 and a different fulfilment is sent depending on call centre availability to ensure all potential applicants are able to speak with the Recruitment Team. All dialogues are permission-based and opted in.

Functions

- Auto Call-back
- SMS Service

16:13

Army Jobs

Text

ARMY
16:00

Thank you for your text; one of our Army Information Team will call you back shortly.
16:01

type a text message

ARMY
BE THE BEST

armyjobs.mod.uk
Text ARMY to 61110

ARMY
BE THE BEST
REGULAR & TERRITORIAL

Text ARMY to 61110

ARMY BE THE BEST

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building mobile

Case study: SMS Messaging | Auto Call-Back
Public Sector: Army

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