

SMS shortcode provides rapid access to NSPCC's Helpline

Business need

To help increase access to and use of the helpline by mobile users, through a simple to use SMS interface.



The solution

The service, which is integrated with the support centre, allows NSPCC Helpline counsellors to access and respond to messages received from members of the general public in close to real-time.

Adults seeking advice regarding a child's welfare can contact the NSPCC Helpline by SMS to a simple, memorable, dedicated short code 88858.

The messages involved are by their very nature are incredibly sensitive, so we have provided strong encryption and end-to-end data security.

Results

- Average of 240 text messages received from users per month
- Average of 170 text messages sent from the helpline per month

240

Average number of text messages received per month

170

Average number of text messages sent per month