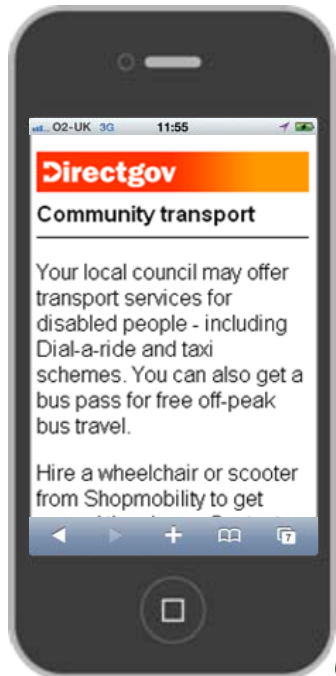


Directgov launches dedicated shortcode for all mobile services

Business need

To provide a quick, easy and memorable way for members of the public to access information whilst on the move.

Directgov



The solution

Directgov, the government body that supplies public service information online via the web, mobile and TV, has a dedicated shortcode from which all mobile services and campaigns can be accessed.

The shortcode, 83377, features on a variety of marketing materials both promotional and internal and triggers a range of services using SMS, LBS and the mobile internet.

Services include information on travel safety, pregnancy grants, jobs, citizens' rights, local NHS services, and more.

Functions

- Enterprise messaging
- Direct response
- Find my nearest

