

Mobile recycling text reminders make Liverpool greener

Business need

To provide a **simple** and **memorable reminder service**.

To advise residents of new **dates** for recycling collections and what **type** of waste bin to put out on a particular day.



The solution

A **text call to action** featured in the council's recycling campaign allowing residents to opt-in.

Residents text keyword **BINS** along with their **house name or number** and **postcode** to **62233**. The service looks up the details against the current schedule and sends a reply message telling them when their collection day is and which materials to leave out.

Each week they receive a **reminder message the day before** their collection, containing details of the type of collection that will be made on the next day.



Results



90%

of subscribers have continued to use the service week in and week out