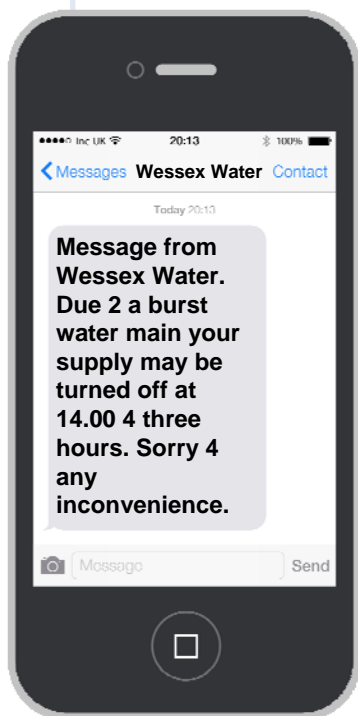


# Wessex Water expand their SMS service with Text-to-Landline

## Business need

Wessex Water needed to respond to customer services queries immediately and efficiently



## The solution

An SMS and Text-to-Landline solution, allowing customers to receive updates on waterworks, without having to arrange another call, potentially inconveniencing the customer.

Incentivated's iris system allows mobile contacts to be stored and messages to be sent in bulk in the event customers are ringing about the same issue (i.e. roadworks, broken water pipes).

If customers cannot be reached by SMS or their mobile number isn't stored in a Wessex Water's database, they can be reached via Text-to-Landline.

Our iris system realises that the number being contacted is landline and "reads out" the message with an automated voice, left as an answering machine message.

Wessex Water are reporting that a day's worth of calls has been spared each week thanks to our SMS system.

## Features

- SMS
- Text-to-Landline

