Mobile solution simplifies People's Question Time ticket requests

Business need

To **increase attendance** at the Greater London Authority's People's Question Time events by providing Londoners with an easy and reliable way to request **personalised tickets**.

To offer members of the public an alternative method of submitting questions.

GREATER LONDON AUTHORITY

The solution

Londoners **request tickets** to the event by texting in their address details and number of tickets required.

Questions can be submitted via SMS (text only) or MMS (video).

Reminder SMS is sent out by GLA the day before the event to reduce no-shows.

Functions

- Location-based service
- Alerts - MMS
- Appointment reminders

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Inspiration guide: Acquisition | Location marketing | Shortcodes & QR codes | Enterprise messaging
Public sector: Greater London Authority

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