



Customer Use Case: Mid-sized U.S. City

SMTP Toll Free Number



What were the challenges?

- This diverse mid-sized city with a population of over 150,000 and a strong industrial base needed a better way to reach citizens with critical COVID-19 related updates. It was important that their citizens received updates more directly and in a timely matter.
- Previously, the city had information on their website and had set up a phone number citizens could call for updates. Those methods were more passive in getting out information, and they wanted to add text to make information more timely, accessible and direct.

Ready to start engaging your audience more directly and effectively? Contact the GSMS support team at attsales@sopranodesign.com to get started.



How we helped

- The city added GSMS with a toll-free number for messaging, which would allow them to get up and running quickly, helping them meet this urgent communication need. This solution enabled them to start using text for COVID-19 updates in a little more than a week.
- The city is now able to disseminate COVID-19 information to more of its citizens quickly. It also provides citizens an additional method to access this and other important city information. Over time, this solution enables the city to engage and reach citizens more directly with all types of city-related news.

AT&T Global Smart Messaging Suite

