Customer Use Case:
U.S. State Government

SMS to provide voting information to citizens

❓ What were the challenges?

- Due to the global pandemic, this state government enacted social distancing guidelines and stay-at-home orders. With their primary election coming up, they needed a way to keep citizen engagement high during this crisis, and looking to the future, have a better way to provide relevant voting information to all its citizens.

- They chose SMS outreach as a better way communicate latest voting information. It allowed them to keep citizens better informed during COVID-19 and will be used to improve the dissemination of election information to citizens.

- Previously, all information was only available on their website. They needed a solution that was more direct and could scale to send millions of messages to citizens' cell phones.

👍 How we helped

- The state deployed HTTP API with a vanity short code. In the first step, the state provided a list of citizens' mobile numbers to the GSMS support team, who uploaded the list into the portal. This enabled the state to begin sending messages to citizens with voting information and other critical alerts.

- The biggest benefit is being realized by the citizens of the state, who now have greater insight and knowledge about how to vote and where to vote amidst changes caused by the current crisis

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

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