



## Case Study: Remote communications: a key Messenger function

### School type: Secondary

Lockerbie Academy in Dumfriesshire has been a Groupcall Messenger customer for over 5 years.

The School uses Messenger as part of its regular communication strategy to send unauthorised absence notices, parental reminders, and engage parents with academic and pastoral information. One of the key features that the school relies upon is the ability to send messages remotely from any location using an internet connected computer or mobile internet device.

The recent disruption to air travel due to the Icelandic Volcano eruption, has been an ideal opportunity for the school to take advantage of remote messaging. This is a key feature that is not included in many other systems.

“We run an annual pupil exchange with a school in New Jersey”, explains Graham Herbert, the school’s Rector. “The Volcanic ash cloud in April grounded all flights in the UK on the Thursday, which was the day before the pupils were due to depart. Using Groupcall Messenger we were able to instantly inform the host families of the exchange pupils exactly what the latest situation was and keep them up-to-date. The real strength of Groupcall Messenger is it’s ability to allow us to remotely communicate with parents from outside of the school. The situation was constantly being reassessed, and it was necessary for us to send messages outside of normal office hours. This was particularly vital in the evenings, especially when it became apparent that airspace closures were going to continue over the weekend. As our host families were spread out over a rural area, we were able to coordinate proceedings without the need to have a member of staff constantly in school sending out messages, or manually calling 14 families numerous times a day. The American exchange pupils returned home safely the following Wednesday, 5 days later than scheduled. Communicating and coordinating this situation would have been extremely difficult without Messenger and its remote messaging capabilities”.

Aside from the ash cloud incident, Lockerbie Academy runs a number of international trips each year. Amongst other things the school utilises remote messaging to send electronic postcards home, informing parents that their child has arrived safely at their destination, and communicating when pupils are close to home so that they can be collected upon arrival.

Graham was keen to add “In general we save money using Groupcall Messenger, not only is it cheaper than traditional forms of correspondence, but digital communications are also more appealing to recipients. Furthermore, messages are also more likely to reach the intended destination, rather than getting lost in pupil’s bags”!

“In situations such as the Ash cloud, cost becomes immaterial, and the key functionality and reliability of a communication system such as Messenger really shines through.”

For further information regarding remote messaging, and other key Messenger features that are not present in SEEMIS, such as email, multilingual voice calls and the ability for parents to reply to texts, please contact us via [info@groupcall.com](mailto:info@groupcall.com)