



Groupcall and WisePay Announce a Broader Alliance

Co-founded by Sir Bob Geldof, Groupcall, based in Chigwell, Essex was launched in 2001 and was the first company to deliver an integrated solution that allowed schools to send SMS messages to parents and the product evolved quickly.

Groupcall now provide communication and data products to the education, public and private sectors, with its education products comprising of Messenger, Emerge and Xporter. Currently used in more than 15,000 schools throughout the UK and Europe, its parental communication system, Messenger, is one of the education sector market leaders and has been proven to improve parental engagement and reduce costs.

Messenger allows schools to send personalised text, voice or email messages instantly to parents, staff or other contacts in a variety of languages for a low annual subscription fee. The system has been proven to increase attendance and reduce unauthorised absence, providing an early alert if a child fails to arrive at school and offers rapid contact with groups of parents for general messages or in the event of an emergency. Messenger saves administration time, cuts telephone bills and drastically improves communication between schools and parents.

Having listened to their customer's requests, Groupcall are delighted to announce that they have partnered with WisePay to help schools streamline the cash collection process and simplify online payments. Through WisePay, parents are able to securely make payments to their school 24/7.

WisePay is the trading name of Cavendish Communication Projects Limited. Working with many schools and some of the largest and foremost authorities in England, Ireland and Scotland, the company has been developing, implementing and operating online payment and finance systems, data capture and analysis, communication and online sales systems for over 20 years.

The WisePay platform was launched in January 2009. Their fully managed service, hosted via cloud technology has been designed and built specifically for the education market working directly with schools and colleges. They offer an integrated suite of e-payments, e-bookings, e-processes and automated reporting, a modern and easy to use interface, easy reconciliation and powerful management information. WisePay has a proven track record for helping schools to reduce costs, improve efficiencies and generate revenue from assets.

Stuart Abrahams, Groupcall's Sales and Marketing Director says: "We are delighted to be working with WisePay to offer a 'best in class' parental payment system that integrates directly with our new Messenger on-line communication systems. We've always believed that schools should have just one communication system and all existing systems should route messages via a single, simple to use interface."

All existing Groupcall Messenger and WisePay customers should be able to benefit from this joint collaboration.

"We are excited to extend WisePay's existing text and email capabilities. By teaming up with Groupcall and including their new Messenger on-line communication system, we are able to deliver a further integrated solution for our customers that builds on WisePay's leading edge online payment and income management platform," said Sarah Phillips, Managing Director, WisePay.

So pop along and see a demonstration on Groupcall's stand E46 or WisePay's stand A60 at the BETT show, 11th-14th January at London Olympia.



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