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SCHOOLS
COMMUNICATION
MESSAGING SYSTEM
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CONNECTING SCHOOLS WITH PARENTS

Groupcall Messenger is the system of choice for more than 5,000 maintained, free, academy and independent schools, and university technical colleges across the UK. It is also used in schools in over 20 countries across the world.

Messenger is a cloud-based online system that allows schools to send personalised SMS (text), voice, and email messages, tweets (via Twitter) and push messages in real time to parents, staff, students or other contacts in a variety of languages for a low annual subscription fee.

It is also home to the Groupcall Messenger Ecosystem, consolidating a number of supporting modules provided by third parties, offering services such as parental payment, parental surveys and forms as well as a parent's evening booking system.

The system has been proven to increase attendance and reduce unauthorised absence, providing an early alert if a child fails to arrive at school. It also provides easy to use group contacting (from school clubs, through to lunch choices and school trips), via an intuitive interface called Tiles.

Involving parents in their children's education, improving achievement and communicating school events and information are important issues for schools today. Where once a school would phone, now there are a number of options including SMS text, email and push messages. If you are looking for ways to save money, increase engagement and achievement or just consolidate a number of systems and become more efficient, Groupcall Messenger is the answer.

Messenger saves administration time, cuts telephone bills, paper usage and drastically improves communication and engagement between schools and parents in a format that parents are engaged with.

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HOW CAN YOUR SCHOOL BENEFIT FROM GROUPCALL MESSENGER?

THE TILES INTERFACE

Messenger's 'Tiles' interface is an intuitive 'wizard'-based dashboard. It provides a stress-free, easy to follow, step-by-step message sending process. It includes buttons to make message options easy to select, an at-a-glance summary of message options as you progress through each wizard and an improved review screen confirming all options and message text. This allows you to see exactly what you are sending and to whom, just before you send it. There are wizards for whole school alerts through to group and individual messages, shortening the time taken to write and schedule messages.
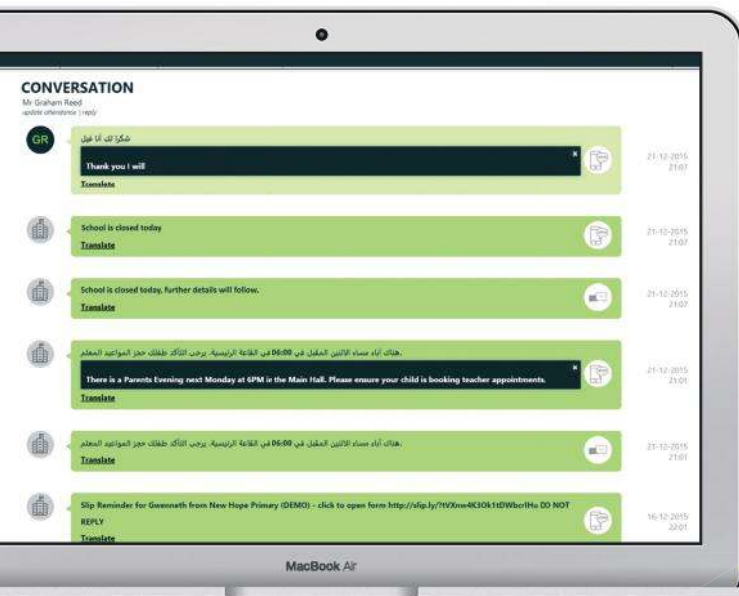
Tiles also provides access to the Groupcall Ecosystem, enabling you to provide additional supporting services such as parental payments, parent paperwork, student timetables or parent's evening bookings through one consolidated, mobile-friendly system.

ROUTINE COMMUNICATIONS

Whether it's "the football match is cancelled" or "don't forget it's parents' evening tomorrow", Messenger helps schools contact parents quickly, efficiently and cost-effectively. Contact lists for special interest groups, for example Governors or after-school clubs are automatically synchronised with the school's Management Information System (MIS). The system provides reporting capabilities, sending status so that you can see at what stage a message is at, a complete audit trail and confirmation of receipt for messages sent and received, as well as a conversation history. Messages can be scheduled to be sent at a date and time to suit you or the recipient. You may wish to schedule messages to go out during the evening, weekend or even in the school holidays.

PARENTAL ENGAGEMENT

Parents have the ability to respond to SMS texts, voice messages, emails and push messages (via the Xpressions app) that are sent from the school. Parents receiving text communications from the school can reply in the same way that they would do with a normal text message. Parents responding to voice calls can either speak directly to or leave a message for the school. Push messages are sent via Groupcall's Xpressions app and parents can respond for free using the app. Incoming text messages and push message replies automatically appear in the Messenger system.

When a parent responds to a text, messages are permanently stored and can be viewed by the school in Messenger.

EMERGENCY COMMUNICATIONS

Messenger provides rapid contact in event of an emergency. The system enables schools to contact individuals or groups (such as classes, or types of

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parent) in a matter of seconds. The secure website with password protected access ensures that ongoing remote or mobile communication can be maintained, even in the event of an emergency that renders the school inaccessible or its computer system unusable. Emergency messages can be made without any Internet access by a staff member sending a special text message to a pre-configured number, or by making a phone call to a dedicated automated service.

THE GROUPCALL ECOSYSTEM

Ecosystem products appear as individual tiles within the Messenger dashboard, utilising Messenger as their communications facility. Behind the scenes single sign-on and data synchronisation ensure a seamless experience for the user.

Dedicated navigation, menus, icons and other resources are available for each partner product with the Messenger interface.

BENEFITS FOR SCHOOLS INCLUDE:

Single billing

Single sign-on

One support centre

A virtual catalogue of compatible products (ever expanding) to choose and connect to includes surveys and forms (for example eliminating paper parental consent forms and removing the need for unreliable 'pupil post or spending time at the school gate with photocopied surveys) and a parents' evening booking system (that saves considerable time, effort and cost when organising parents evenings).

CUSTOMER QUOTES:

"I would recommend Groupcall Messenger to any school who wishes to improve communication, efficiency and save money!"
The Warriner School

"We love it and could not now exist without it-in fact our parents are complaining if we do not send a message to them! The system is excellent."
Essendine School

"Teaching staff used to make phone calls to students. They now have their time freed up to teach!"
St John's Primary School

"The improvement in parent-teacher relationships is hugely evident and it seems to have boosted a real sense of community spirit within the school, so, needless to say, we are extremely impressed with Messenger."
Flakefleet Primary School

"It is quick and efficient. The tracking of the messages allows us to move on and not wait and try again."
Oakdale Junior School

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STUDENT INFORMATION AUTOMATICALLY SENT DIRECTLY TO THE PARENT'S MOBILE PHONE

Groupcall Xpressions is the parental app within Groupcall Messenger. It makes communication between a school and parents easier and more effective. It's free for parents to download and can be installed on mobile phones and tablets. It saves money as push messages are free of charge to send (and can be multi-lingual). Xpressions has been

designed to give parents the ability to be always informed, by just one app, about almost everything concerning their child's education, in close to real time. If a parent has children in different schools and those schools also use Groupcall Messenger and Xpressions, parents will be able to view information on multiple children at different schools within the same app. All information is extracted directly from the school's MIS and the school decides what information parents may view. This can include:

Attendance records and absences

Marks and grades

Achievement records

Behaviour events

Timetable

School calendar

Updates regarding selected partner school support systems, used by the school, such as homework, catering and library systems

Notification timeline for all of the above

Xpressions currently supports both Apple iOS, Android and Windows devices.

NO COST TO PARENTS. IT'S
FREE
TO USE AND SAVES YOUR SCHOOL MONEY
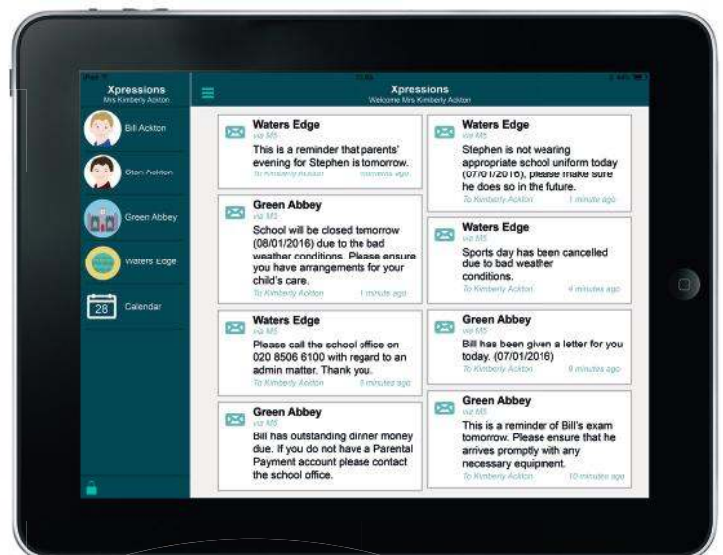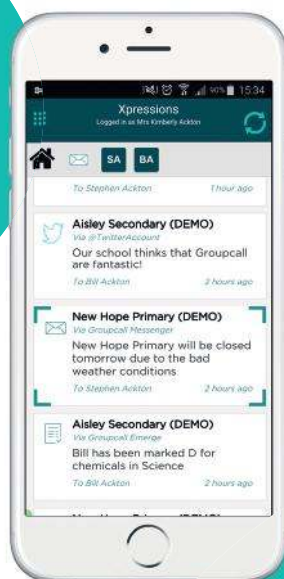
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FEATURES:

Features include:

Access online, anywhere and anytime (cloud-based system)

Quick, regular and automatic updates from the school's MIS

Multi-lingual, two-way automatic translation in 64 languages

Data security is paramount and Messenger reads data directly so that there is no need to export, upload or maintain a separate database

Two-way communication (outbound and inbound from respondents)

Communicate via SMS, voice, email (including attachments), push messages and Twitter

Unauthorised absence notifications

Schedule messages to be sent at a specific date and time to suit you

No client installation required as it is cloud-based

Track and monitor all messages sent by time or by person

Analysis graphs available for all sent messages

View historic conversations and export message history to a spreadsheet

Access through mobile devices such as smartphones or tablets

Fully accessible if MIS is unavailable

Advanced filtering on groups

View sending status for sent messages

Spell checker function available on all outgoing messages

Preview test message before sending

Variety of mail-merge field options available

Cross-browser compatibility

Free automatic upgrades

Integrates with all major UK MIS systems

No advance text block purchase required

Free unlimited online training backed up by one-to-one or group training as needed.

BENEFITS:

There are a number of benefits to using Messenger:

Save administration time and money by sending SMS texts, voice messages, email, tweets, surveys, forms or push messages. Time spent telephoning is dramatically reduced and with it bills, sometimes by hundreds of pounds a month! (Push messages, tweets and emails are free to send).

Improve the safety and security of pupils by alerting parents early to a child's absence. Messenger can save valuable, crucial time in helping to find a missing child.

Keeps kids in school...fact! Messenger has been independently proven to reduce unauthorised absence by almost 30% in some authorities and by more than 50% in some schools.

Improve communication with non-English speakers. Messages can be sent in 64 languages, ensuring everyone can be included in routine or emergency communications. Messages are translated based on the parent (or student) home language as recorded in the MIS.

Send messages wherever you are. For example, if you are unable to get into school due to an emergency. Messages can also be scheduled at a time and date to suit you.

Messenger requires very little training, with a range of roles available to control user access, such as full administrator rights for advanced users.

Use your own voice when sending voice messages to landlines. You can record your own voice directly into Messenger and send the recorded message to any selected parents.

Save paper and send out school newsletters by email with attachments. Great for saving paper!

Messenger's Twitter feed functionality enables you to 'tweet' your messages, maximising your school's social media presence.

Messenger includes 'least cost routing', a process of sending messages using opted in channels, ranked according to cost. Messages are sent starting with the least costly method. For example push messages are free in Xpressions. All parents with the Xpressions app in a message group would receive a push message first.

The systems is low cost with no long term commitment. Schools are encouraged to trial the system free of charge before subscribing. There are various packages available to suit all school needs and budgets.

Would you like a free, no obligation trial of Messenger in your school? Call us on:
020 8506 6100, or email: sales@groupcall.com

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