Monday 8:00 AM
Are you working today and would like to receive text message security alerts? Reply YES to opt-in.
Yes
Thank you. You will receive text message alerts until 8PM.
Today 11:39 AM
8-year-old pictured below found near the main entrance. This photo taken earlier today by mother. Text back when located.
Is Texting making Walkie Talkies obsolete?
engage by cell

Meet our guest speakers

David Asheim

Founder & CEO
Engage by Cell

Patty Ruland

Security Mobile Expert

Travis McGregor

Security Mobile Expert

About Engage by Cell

- Combines mobile technology with engagement and education strategies
- 10 years experience
- Deep workforce experience
- 4,000 Clients

Statistics

SMS is the most used data in the world

(Nielsen)

SMS messages have a 98% open rate,

while email only has a 20% open rate.

(Mobile Marketing Watch)

Walkie Talkies Pros & Cons

Pros:

- Tried and proven
- Communicating audio of verbal information
- Not dependent on carrier network

Walkie Talkies Pros & Cons

Cons:

- Expensive
- Devices to be charged
- A little bulky
- No access when you go home
- Only talk
- No written transcript
- Distance is limited by the range

Cell Phones Pros & Cons

Pros:

- Text messages (One-to-one or group)
- Store information
- Always carried by the personnel - use personal device

Cell Phones Pros & Cons

Cons:

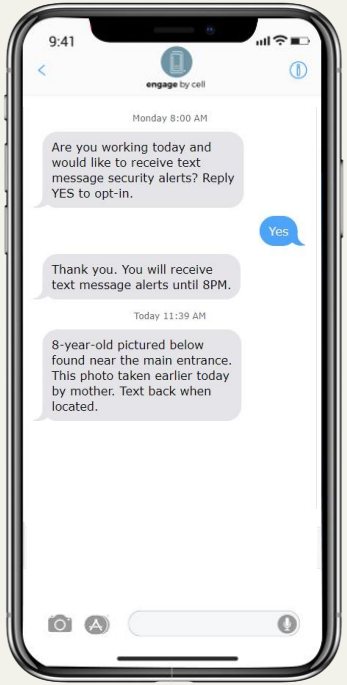
- Employees may not want to use their own phones → You can provide them a company phone
- It is carrier dependent
- Not a solution for broadcasting audio messages

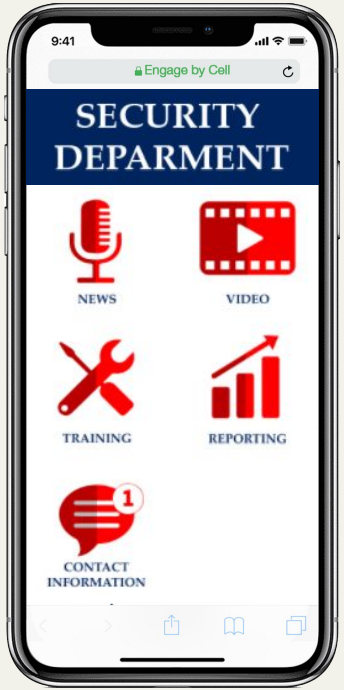
Our Conclusion

Mobile phones may not replace Walkie Talkies, they add another channel of communication.

Two mobile solutions

SMS

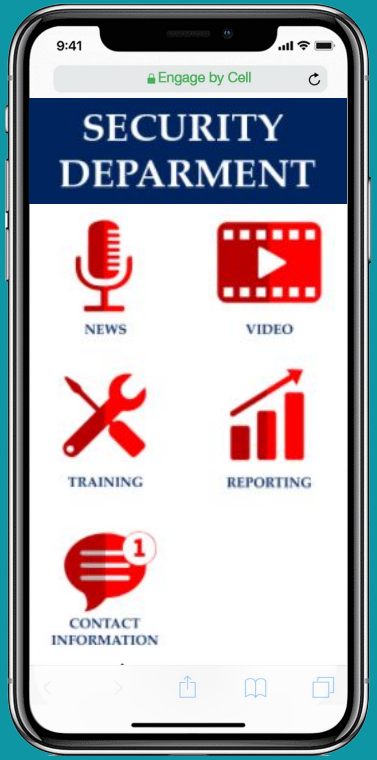




Mobile Web

Try it!

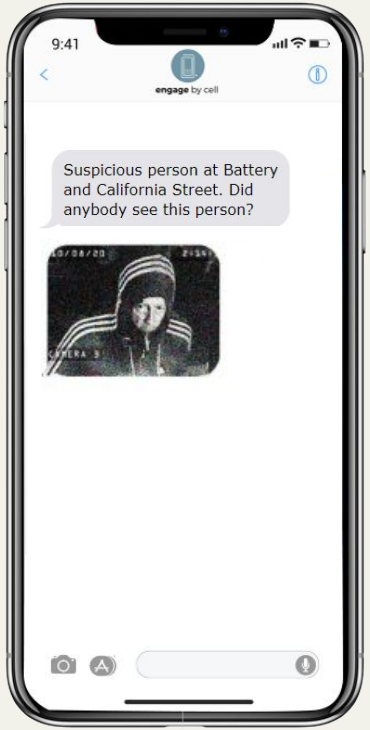
EMERGENCY
to
56512



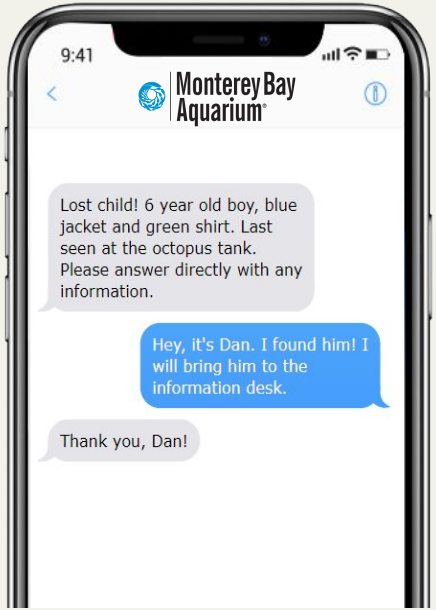
Who is your audience?

- Emergency response people
- Security officers and guards
- Other officials at the government
- The public

Communicating

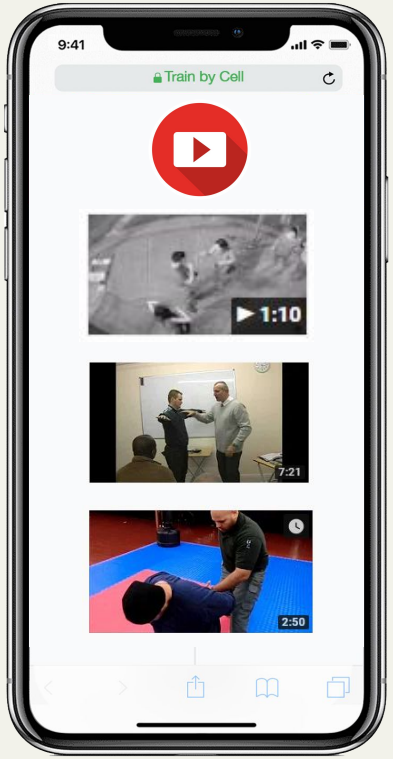


Communicating



Emergency notification

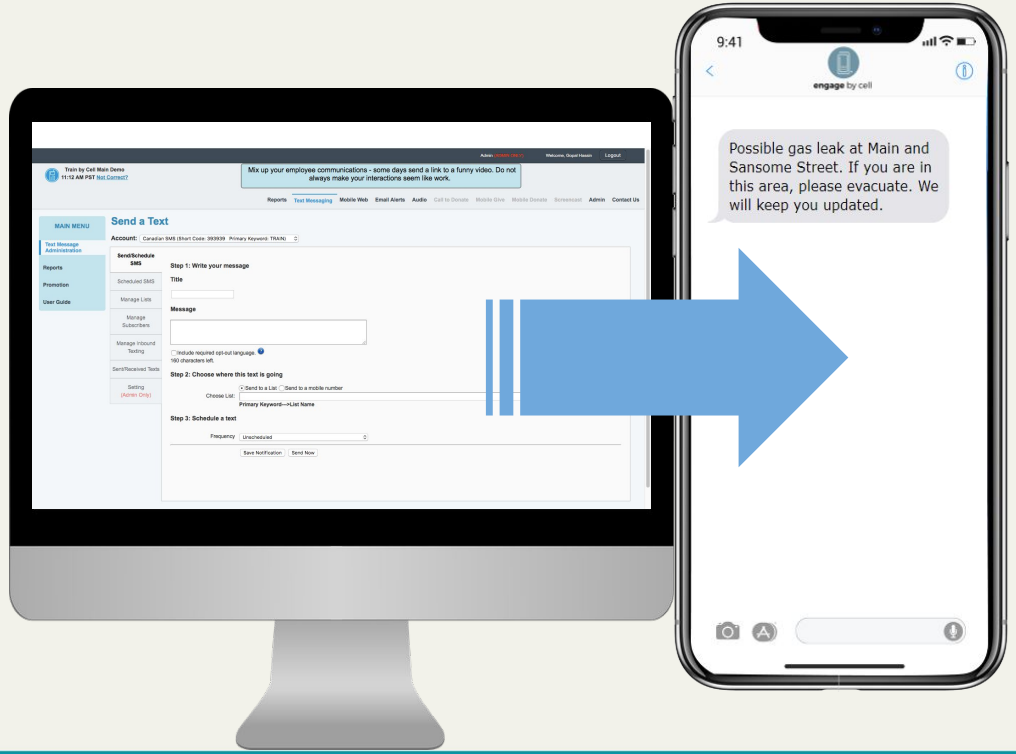
Access to any information on the cell phone



Employee quizzes

- Test knowledge
- Keeping employees sharp

SMS



Benefits

- SMS has 98% open rate (email 20%)
- Reach people instantly
- Schedule texts based on time & group
- Schedule sequenced texts based on answers

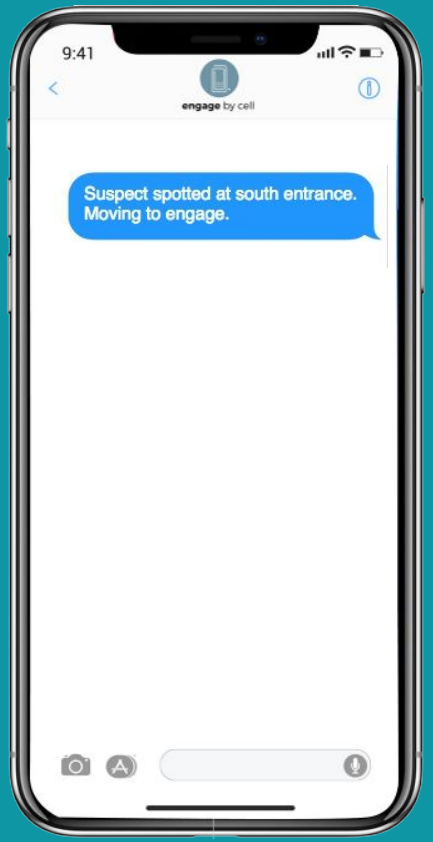
Mobile Web

Benefits

- Store all training materials in one mobile location, 24/7 available
- Change content on the fly
- No apps to download or update
- Password protection capability for sensitive data

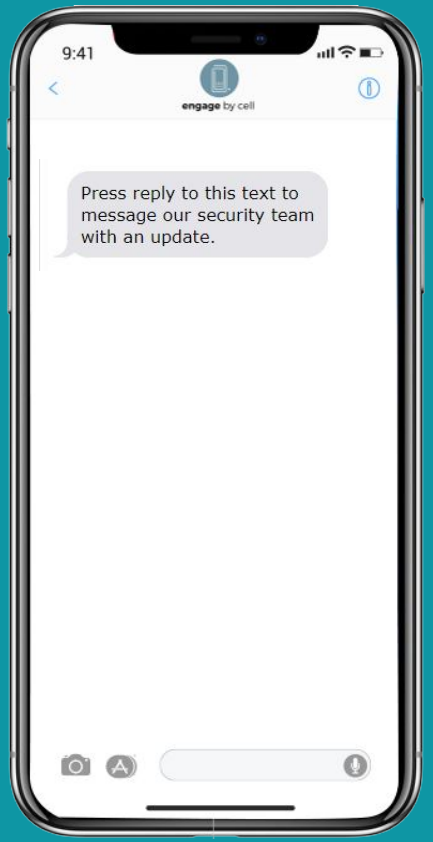
Two types of texting:
Inbound Texting

- User text in
- Get information back
  - Plain text
  - Photo/video
- Sign up for list
- Opt out
- Ask a question
- Engage in a text chat



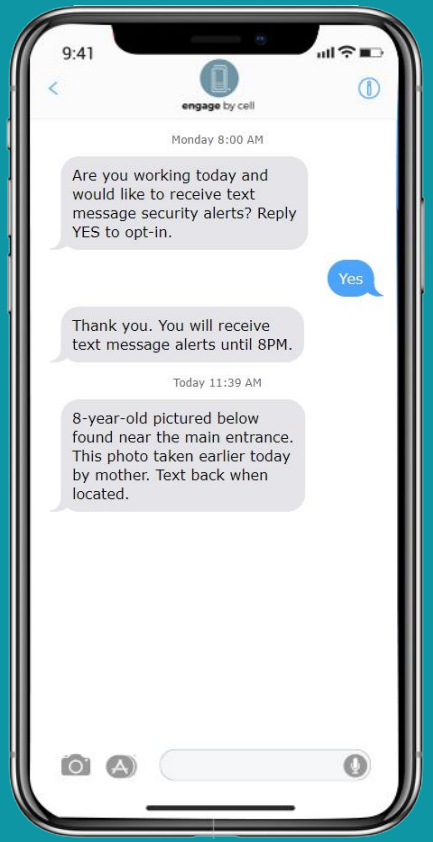
Two types of texting:
Outbound Texting

- Push out texts
- Ask a question
- Text chat
- Provide some form of info

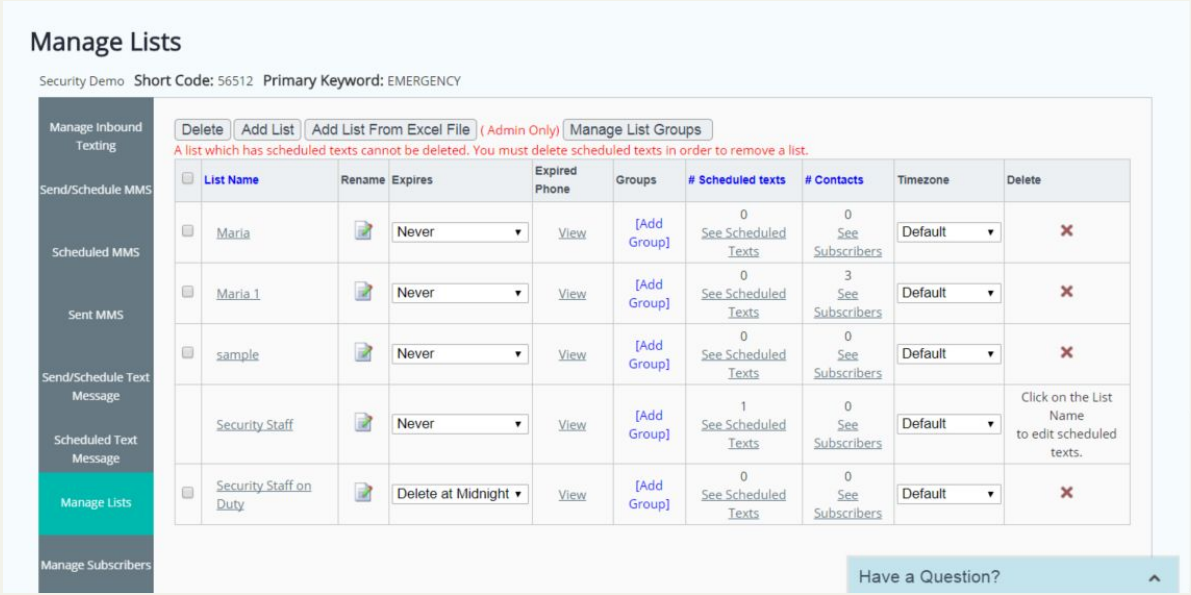


Why is texting gaining so much popularity?

- Cheap or free for users
- Matches behavior of an attention deficit generation especially millennials
- Very fast
- Powerful - can get a link to a specific page, opt in to a list, get info back instantly
- 98% read instantly
- Opting out works, unlike email where email addresses are sold
- 24/7 reporting on every text sent or URL clicked



Building lists



- Upload excel lists into our dashboard
- People opt in by sending a text

How does it work?

- Short code and a keyword - need to use a SMS company (e.g. Engage by Cell)
- Regulated by the Telephone Consumer Protection Act
- Build lists
  - You upload an excel file
  - People can voluntarily opt in by texting in
- Mobile website: add any content you like
  - Easy drag-and-drop system

Contact Information

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