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Bishopstown Credit Union Case Study

a leading provider of flexible text messaging solutions



PROJECT OVERVIEW:

Customer Name:
Bishopstown Credit Union

Industry:
Finance

Location:
Ireland

Challenge:
Instant real-time communication with members

Solution:
API Integration

About Bishopstown Credit Union:

Bishopstown Credit Union was founded in the community, for the community, in 1967. Since then, the organisation has grown and evolved to meet the requirements of its members. With a membership in excess of 25,000, Bishopstown Credit Union is one of the largest community based credit unions in Ireland.

A progressive credit union, Bishopstown Credit Union prides itself on its innovative and member-focused approach.

Requirement:

Bishopstown Credit Union required a solution to update members regarding information relating to their account, from real time transactions and balances to loan application status alerts

Implementation:

Cadood provided an SMS messaging service through our user-friendly and easy to integrate on-line solution. The solution connects the Credit Union in-house member management system directly to our SMS gateway via our flexible API, thus taking the manual labour out of every day SMS communications and supporting compliance with the Data Protection legislation. SMS alerts are sent automatically from the Credit Union inhouse software to the member's phone. Bulk SMS messages to member groups can be scheduled to run at a specific time for communications such as AGM notifications, social events, competitions etc.

Solution:

In cooperation with Bishopstown Credit Union we established a joint project team to coordinate and quality control the implementation process. The project was delivered within schedule and on budget to the satisfaction of both organisations.

