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SIPTU Case Study

a leading provider of flexible text messaging solutions



PROJECT OVERVIEW:

Customer Name:
SIPTU

Industry:
Unions

Location:
Ireland

Challenge:
Provide members with
time-sensitive information

Solution:
Bulk Messaging

About SIPTU:

The Services, Industrial, Professional and Technical Union (SIPTU) represents over 200,000 workers from virtually every category of employment across almost every sector of the Irish economy. SIPTU provides the expertise, experience and back-up services necessary to assist workers in their dealings with employers, government and industrial relations institutions.

Requirement:

SIPTU had a need to keep its vast amount of union members up-to-date and up-to-speed with relevant information. This information was extremely time sensitive and so the message needed to be delivered directly and immediately in to the hands of its members as a matter of urgency.

Implementation:

Cadood's messaging solution allowed SIPTU to send messages to all its members instantly. The platform allowed for personalisation of the messages and information depending on the recipient. By using the Cadood Web interface, SIPTU could simply login and contact its members instantly and be confident that their information was reaching its target audience in a matter of seconds.

Solution:

By using Cadood as their business messaging partner, SIPTU can now keep its members up to date on any vital news or events relevant to them and because the Cadood Messaging platform is real-time, this has aided SIPTU significantly. They now have a strong communication solution allowing them to get in touch with members at the click of a button.

