

nus
extra

Your student discount card

Case Study

Textlocal & National Union of Students



www.textlocal.com

Key Challenge Solved:

To find a simple and rapid solution to reach their target audience.



Your student discount card

National Union of Students

Challenge

NUS extra were looking for a simple solution to help notify students of the delivery of their card. Email was historically used to communicate this message; however NUS extra were looking for a more convenient and faster method of reaching their target audience.

‘Text messaging is quick and convenient for both NUS and our students.’

Overview

The National Union of Students (NUS) is a voluntary membership organisation. Through their member students’ unions, they represent the interests of more than seven million students. NUS extra offer students membership cards that provide an array of offers and discounts.

Solution

- **Convenient and relevant messaging**
As students can renew their membership to NUS extra at any time of the year, students are now alerted by text message of their expiry date. This is quick and convenient for both NUS and their students.
- **Increased peace of mind**
SMS provides update communications to students – reassuring them that their card is on its way.
- **Integrated communications**
SMS integrates well with email and the NUS extra website to create overall integrated messaging.

Result

- **Reduced costs**
The introduction of SMS messages has reduced call traffic to their call centre, reducing costs and resource requirements.
- **Increased online traffic**
The integration on SMS with email has also driven increased traffic to the NUS website and email, providing additional opportunities for engagement.



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Do you work in Education?

Communicate instantly

Send text messages to alert students, staff and parents of updates, closures and cancellations in seconds.

Collect vital information

Collecting information from busy parents and students on the go is made easier with mobile data capture forms. Include attachments to branded permission slips, parents evening booking slots, open day attendance and internal staff communications.

Send important documents

This could be letters to parents or students in word documents, Excel reports to staff or educational PDF material to students as an attachment to a text message at no extra cost.

Text on the go

Download the Textlocal App for free from the App store or Google Play and send text messages, organise contacts and schedule messages from anywhere.

We work with over 100,000 UK businesses in your industry, including



[Find out more](#)



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