

# HomeContact



## Case Study

**School:** Cradle Hill Community Primary School

**Contact Name:** Michelle Hunt

**Position:** School Business Manager

**Size:** 412 pupils

We have been using HomeContact for about 6 months now but it has had a tremendous positive impact on our school communications in that short time.

We started just circulating the fortnightly Newsletter via HomeContact and any other messages, such as PTFA Summer Fair etc and did this until the end of term in July. Then when we returned in September we told parents that we are now sending all school communication out via HomeContact (so trip letters, curriculum updates, newsletters etc).

As the Business Manager, I have seen a decrease in paper & printing costs already. The parents really like the system - we had to publicise lots to ask people to register, but the good thing about it is that word of mouth in the playground really helps to push the numbers to participate in the registration of their emails and mobile phones. We have used text messaging for things that we need to quickly let people know about (like cancellation of clubs or changing to menus at lunchtime etc) and we also intend to use the email and text messaging service as part of our Business Continuity planning - to notify staff and parents to any school closures for severe weather or swine flu epidemics.

I have been really impressed with the level of service that HomeContact offer - I was recommended to them by a fellow Business Manager and had spoken to 2 other companies previous to this and I must say that their excellent customer service and their very reasonable pricing for the service were a major sway towards choosing them as our communications medium. I've also been impressed with the way that HomeContact are looking to improve their service and the ideas that they have for improvements - which would fit in with my expectations of where I would like the service to move forward.

The team are friendly, very helpful, and the other thing I liked about HomeContact was not getting an answer-phone message, but speaking directly to someone at any time I call - which is something I relish because if I want to ask a question about something it is usually something that I need to resolve or understand quite quickly.

All in all, it has been a success, but the success depends on the approach. We found here that a slow but steady approach over the initial few months (with a few text messages thrown in along the way - which parents seem to like) worked really well for us and now, as I said, we have moved towards whole school communication very smoothly and without any "ruffled feathers" from parents.

**For more information why not get in touch...**

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