



E.F.S (Etablissement Français du Sang - French blood donor institute) is a link between the generosity of the public and the needs of the sick. The E.F.S mission is to ensure self blood sufficiency and in order to achieve this, local E.F.S have decided to communicate to identified donors and invite them to donate blood at a given date and place.

Objective

In 2004, E.F.S Alpes Méditerranée and SFR organized a survey on 16 000 donors.

The following results appeared:

- 89% donors accepted to receive SMS invitations to donate blood
- 54% are ready to confirm their presence using SMS messaging

Following the survey, EFS Alpes Méditerranée asked Ocito to implement a solution specifically tailored to the institute's activities and available from the web.

Implemented solution

Ocito developed an ASP mode interface allowing the Communication department to manage SMS mailings by itself in order to invite blood donors. This interface allows the network administrator to create user accounts, to control access rights and to check statistics.

Users can program automatic mailing campaigns (especially when reminding donors the day before an appointment).

The interface is automatically updated with the customers' answers via SMS messaging (YES/NO) and answer lists can then be directly printed.



Service started:
Since February 2005

Results

The implemented E.F.S solution provides the following benefits:

- A strong donor call up can be observed following a SMS messaging: **feedback/return rates grew from 14% to 35% with SMS messaging**
- E.F.S can manage crisis periods while quickly communicating with a selected group of individuals, according to requested biological criteria.
- E.F.S conveys a dynamic image while using an up-to-date, fast and effective medium.