

Tel Trak launches the Txt Reminder program in the UK

Remind customers to attend appointments with a simple text message.

Winchester, Feb 04. Tel Trak Technologies Ltd announces the immediate availability of the Txt Reminder program. This innovative new program automatically reminds customers/patients to attend an appointment with a simple text message direct to their mobile phone. Developed for dentists, hygienists, hospitals, lawyers and garages; in fact any business or organisation where customers attend appointments.

Customer no shows, also know as FTA (failed to attend) and DNA (Did not attend) significantly impact the bottom line for dentists, hygienists and garages and cause major operational problems for hospitals and doctors. Further, appointments cancelled at short notice are difficult to fill and lead to highly trained personnel standing around idle. The Txt Reminder program addresses both these issues using low cost text messages.

Customers are reminded to attend an appointment with a simple text message direct to their mobile. This is sent out automatically typically 1 or 2 working days before the appointment, thus allowing the customer time to reschedule, if necessary. The reception phone No. can be included in a signature at the end of the message allowing the customer to simply click the green button on their phone to select this* and call if necessary. Should the customer reschedule an appointment, the receptionist can with a couple of clicks, text out to other customers on a standby list, that an appointment has become free at short notice. Multiple standby lists can be created and customers easily added or deleted from them.

Internet access is not required for this application. This simplifies installation on reception desks where internet access may not be available. Just a standalone laptop or desktop is required. Further, customer information is kept confidential and inaccessible to hackers and from virus attack. Firewalls with their constant updates, are not necessary for this program.

The program has been trialled at several dentists, a hospital clinic and a lawyer. Lisa Horrobin, practise manager at Claydon's dental surgery in Stoke on Trent reported: 'this texting program has significantly reduced the FTA rate at the internal company dental surgery we operate. It is also quicker and cheaper than phone or postcard reminders'.

Txt Reminder runs on standard Windows (XP/2000/ME/98) laptops/PCs and comes with a mobile phone, data cable and phone contract with 500 texts per month. Installation is quick and easy and the cost works out at 10p ex VAT per text or less with a minimum contract of 1 year, terms and conditions apply. The Txt Reminder program is available from Tel Trak Technologies Ltd.(Tel: 01962 883 262) and its partner TxtInstd (Tel: 07812 189 295).

About Tel Trak Technologies Ltd.

Tel Trak Technologies Ltd was formed in 2002 to provide cost effective solutions to businesses for a wide range of texting, status messaging and tracking requirements. Business solutions range from texting platforms, status text messaging for First Responder medical personnel to tracking systems for vehicles, personnel and assets.



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About TxtInstd Ltd.

TxtInstd Ltd was formed in 2003 to provide a range of cost effective texting platforms to businesses.



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* This feature is phone dependent, but supported by many phones such as the Nokia3410.
