



M4E Text Messaging Platform Checklist

RTRS – Real Time Risk Surveys

The **M4E** 2-way text-messaging platform is harnessed in different market segments. The primary design offers a reliable, scalable solution to manage queries sent to any SMS (short message service) capable cellular device. Recipients can respond to question messages created by experts. A typical roll out of the solution involves a formal introduction of the proposed service to respondents, and how this activity can help them and the organization. This first planning phase can be referred to as "buy in". A sequential seven step planning and business case framework to deploy the **M4E** service in the **RTRS** role can be considered. Each SMS message cannot exceed 160 characters and contains no pictures or video files.

1. Add this solution to existing web based knowledge testing models. A more convenient response model uses existing cell phones. These devices can be used as query response tools;
2. Offer **M4E RTRS** services as a voluntary activity. Participants can receive incentives to participate;
3. Many organizations want to measure operations risk in close to real time to reduce risk, avoid accidents, errors and omissions and associated costs involved with unexpected litigation and accident claims. Due diligence is often paramount. A cost-effective strategy ties in existing risk control programs to **M4E RTRS** responses generated by all participants;
4. A small pilot can quickly show that responding with a cell phone is more convenient than a web connected computer or driving to some distant location to fill out paper forms;
5. When a proposed **M4E** service is presented to participants, they should be informed that no related messaging charges appear on their monthly cell phone statements;
6. If the organization plans to send heavier message volumes, program participants are advised to have the unlimited text messaging add on plan included in their monthly wireless subscriptions;
7. Decide if a single "question of the day" or more will be transmitted to each recipient daily - and at what time of day. Will participants be answering questions during the workday or when away from the workplace?

A sample process flow graphic. This illustration helps you envision your solution using the **M4E** purpose built text-messaging platform to offer **RTRS** services to clients.

