



## M4E Messaging Platform - Sequential Seven Step Planning Checklist

The **M4E** 2-way text-messaging platform can be 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 - or ignore them. 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 can be considered. Each SMS message cannot exceed 160 characters and contains no pictures or video files.

1. Replace paper bound or web based knowledge testing distribution models. A more convenient model covering large geographical areas uses existing employee or student cell phones. These devices can be used as query response tools;
2. Offer **M4E** services as a voluntary activity. Participants can receive incentives to participate. Some industrial organizations may require this new query delivery and response model to be mandatory;
3. Many organizations want to measure operations risk in close to real time to reduce risk and avoid accidents, errors and omissions and all of the associated costs involved with unexpected litigation and preventable claims. Due diligence is often paramount. A cost-effective strategy ties in existing safety and recognition award programs to **M4E** answer results generated by all participants;
4. A small pilot can quickly show that responding with a cell phone is far 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 employees, 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, the employee or student 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?

In summary, we have included a few simple process flow example graphics of how the **M4E** service can be used in your organization. These are simply visual ideas and suggestions that help you envision your solution using the **M4E** purpose built text-messaging platform..