

Texting is an Efficient Tool for COVID-19-related Communications



As businesses start to reopen after the long COVID-19 lockdown, there is a great need for effective communications on issues such as the latest policies, employee well-being and testing. Many businesses are finding that the most efficient way to stay in touch with employees and communicate the most up-to-date information is through SMS or MMS. Texting is especially efficient when businesses use the kind of [text messaging service provided by ProTexting](#).

ProTexting CEO [Kalin Kassabov](#) says, "The COVID-19 situation has created an urgent need for communicating quickly within businesses. Owners and managers need to update employees on schedules and policies. Employees need to report if they have any symptoms. Text messaging is a faster and more effective way to connect and can facilitate a safer environment for everybody."



Creating a Survey

ProTexting provides an easy way for companies to set up protocols for employees to report symptoms. For businesses with more than a few employees, it can be time-consuming to have extended conversations, either by voice or text, with each employee.



With a simple questionnaire or survey, however, a business can easily set up a short series of questions, such as:

"Do you have a fever or a cough?"

"Have you done your daily checkup protocol?"

"Are you coming to work today?"

According to Kassabov, "Texting can play an important role in helping businesses connect with employees during this difficult period. It's the most direct method of communication. Websites and email rely on people going online but almost everyone has a mobile phone today, which they carry around wherever they go. So a text is the most reliable way to reach employees to relay messages and get important feedback such as their current state of health and any symptoms they need to report."

[SMS Surveys](#) can be set up so the answer to one question generates an automatic follow-up text message. Businesses that use web surveys can still make use of texting to remind employees to go to the website to take the survey every day. Questions can be customized to the needs of different businesses. Text messages can also be used to send out important updates to employees about hours or changing policies due to COVID.

In the COVID-19 environment, conditions may change quickly. Using tools provided by ProTexting, businesses can easily inform employees via SMS or MMS about the appropriate changes and protocols based on the latest requirements.

About ProTexting

ProTexting provides a range of SMS and MMS services and apps, including questionnaires and surveys, to help businesses connect with customers and employees.



Don't hesitate to contact us with any questions at support@protexting.com



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