ZERIX

SMS Communication System

START →

Executive Summary

This proposal outlines the advantages of implementing the **ZERIX** communication software with **Info-on-Demand** capabilities for internal and external communications within schools.

By using this technology, schools can enhance engagement, reduce communication gaps, and improve operational efficiency between staff, students, parents, and teachers.

ZERIX is a reliable, user-friendly SMS Communication System designed to:

> **Improve school-wide coordination among internal staff**

> **Provide instant, accessible communication to parents and students**

> **Offer on-demand access to school-related information such as schedules, event reminders, grades, and emergency alerts**

Key Features of the Proposed SMS System

Two-Way SMS Communication

- Real-time text messaging between school staff and parents, students, or each other.
- Easily configurable for group or individual messaging.

Info-on-Demand via Keywords

- Users (students/parents) text specific keywords (e.g., "GRADES", "CALENDAR") to receive automated replies.
- Reduces call volumes and email queries for routine questions.

Internal Staff Messaging

- Efficient, private communication between faculty, administrative, and support staff.
- Ideal for emergency response coordination, meeting updates, or operational alerts.

Automated/Scheduled Alerts & Notifications

- Send scheduled or instant alerts for class suspensions, deadlines, etc.

Benefits

Accessibility & Inclusivity

- Ideal for reaching low-income families or areas with limited connectivity.

Increased Engagement

- Text messages have a **98% open rate** and are typically read within **3 minutes**.
- Keeps parents and students informed and involved in school activities.

Operational Efficiency

- Automates routine communications, freeing up time for administrative staff.
- Reduces paperwork and the need for printed notices
- Provides a rapid and direct channel for crisis communication.

Cost-Effectiveness

- Low infrastructure cost compared to developing apps or maintaining call centers.

Implementation Plan

Assessment & Planning

- Evaluate school communication needs.
- Identify key communication workflows.
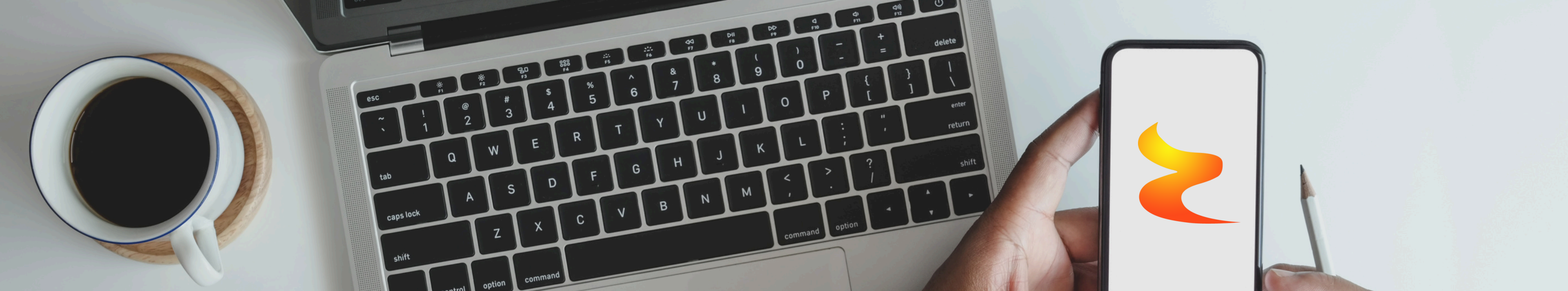
Setup

- Customize keyword menus and user groups.

Training & Onboarding

- Provide brief training for staff on using the platform.
- Inform parents and students about opting in and available features.

Launch & Monitor

- Soft launch for testing with a pilot group.
- Roll out with regular monitoring and support.

Implementing the ZERIX platform with Info-on-Demand functionality is an efficient solution for school communications. It ensures all members of the school community are informed, engaged, and connected — fostering a stronger, more responsive educational environment.

THANK YOU.

The ZERIX Team

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