

CASE STUDY



POCKETSTOP

POCKETSTOP & CENTEX TECHNOLOGIES: PARTNERING TO CREATE VALUE FOR THE BOYS AND GIRLS CLUBS OF CENTRAL TEXAS

OVERVIEW

Pocketstop and Centex Technologies came together to create value for The Boys & Girls Clubs of Central Texas. The Boys & Girls Clubs of Central Texas's mission is "to enable all young people, especially those who need [them] most, to reach their full potential as productive, caring, responsible citizens¹."

Every year, the Boys & Girls Clubs of Central Texas provides services to thousands of members and manages multiple events and activities. On a daily basis, the organization's members' lives are impacted by events that warrant immediate notification such as severe weather, event delays or changes, accidents, threats of violence, lost children or power outages to name a few.

The Boys & Girls Clubs of Central Texas needed a way to communicate to their members more effectively. To do so, Centex Technologies integrated Pocketstop's Broadcast API to add enhanced communication and notification functionality into their online membership management system known as the Youth Enrollment System (YES).



BOYS & GIRLS CLUBS
OF CENTRAL TEXAS



**Youth
Enrollment
System**

THE PROBLEM: Inability to effectively communicate = Increased possibility of confusion

The Boys & Girls Clubs of Central Texas's growing list of members and their corresponding contact information was not being leveraged in the best way. The youth organization was in search of a way to make their large database of contact information, such as mobile number, more useful, without having to learn an additional platform. They had the data, but they were not using it effectively — they needed a notification solution to help them effectively communicate with their members and their member's parents. When it comes to children, parents not only desire, but demand, to be kept informed without delay.

THE SOLUTION: Coming Together to Create Value

Centex Technologies worked with Pocketstop to easily integrate Pocketstop's Broadcast API into their existing Youth Enrollment System (YES). Through the collective efforts of the partnership between Centex and Pocketstop and the flexibility of the Broadcast API, the functionality and usability of the YES platform increased to meet the growing needs of the Boys & Girls Clubs of Central Texas and provided a win-win situation for all parties.



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Centex was able to implement and deliver the solution much faster than they anticipated by utilizing Pocketstop's existing API. The Boys & Girls Clubs of Central Texas staff and employees were able use their existing platform with no additional training or learning curve. And with only small changes to the UI, the YES platform can now function as a Mass Notification System allowing the Boys & Girls Clubs of Central Texas to keep its members and their parents better informed. For example, the Boys & Girls Clubs of Central Texas can now use text messaging to keep confusion low and confidence high when communicating with members and their parents. With text messages reads rates at 98% compared to those of email at 22%, the Boys & Girls Clubs of Central Texas can rest assured that their messages are being received. If a time change or impending thunderstorm is going to affect a large group, the Boys & Girls Clubs of Central Texas can use the notification module in YES to quickly notify everyone.

THE RESULTS

After implementing Pocketstop's Broadcast API solution, Centex Technologies was able to provide the Boys & Girls Clubs of Central Texas a better solution. The youth organization can now keep their members and their parents updated and informed using one simple and effective integrated system.

The Broadcast API solution provided the Boys & Girls Clubs of Central Texas with several benefits including:

- Robust and scalable messaging capabilities
- Text messaging
- Integration with existing platform in order to maintain and leverage current application environment
- Less confusion and more confidence in communication
- Increased notification effectiveness

For more information about Pocketstop's Broadcast API visit <http://pocketstop.com/broadcast-api>.

¹[http://Boys & Girls Clubs of Central Texas.org/whoweare/Pages/Mission.aspx](http://Boys%20%26%20Girls%20Clubs%20of%20Central%20Texas.org/whoweare/Pages/Mission.aspx)