

COVID-19 Use Case: Business Assessment Tool

This use case is designed to provide an alternative way for employers and employees to determine if their business is able to stay open and at what capacity during the COVID-19 crisis. Using SimplyCast 360 and SMS tools, an automated smart flow can be set up to replicate the online business assessment tool using text messaging capabilities.

How It Works

Someone can text a designated keyword to a shortcode number to initiate the business assessment smart flow with different questions being sent to them automatically based on their replies.



[See the complete presentation](#)

Why use SMS?

- Alternative assessment method
- Quick, automated responses
- Target younger demographics
- Reduce load capacity of website servers
- Gain useful reporting data