



CASE STUDY: HAMPSHIRE PROBATION TRUST

OVERVIEW

Hampshire Probation Trust supervises around 6,000 offenders each year who have either been given either a community sentence or have been released from prison under licence. The Trust's four key principles:

- Protect the Public
- Reduce re-offending
- Enforce the orders of the court
- Rehabilitate offenders

Working in partnership with other agencies, such as the Police, local authorities and third sector providers they challenge the root cause of offending behaviour and look at ways of reducing their risk of committing further crimes

THE CHALLENGE

The Trust needed to find a responsive SMS supplier in order to cut communication costs.

Using a previous supplier, the Trust discovered that 40% of their offenders were not receiving compliance appointments due to SMS reports not displaying the reason for the message failure. As a result of this, the Probation were still having to call offenders on their mobiles meaning lower cost savings than anticipated.

To overcome these problems, a detailed reporting tool was crucial in order for the Trust to communicate effectively.

THE SOLUTION

Diva were chosen to be the Trust's SMS supplier due to their flexibility.

Our programming team created a bespoke reporting tool which provides greater detail of message delivery status allowing Trust staff to take appropriate action when messages have failed.

Sending our messages via premium routes, we are able to ensure consistent, secure and speedy delivery and reporting.

THE RESULT

- Increased appointment attendance due to 20% reduction in message failures
- Hours of time saved for staff calling individual offenders
- SMS has provided cost savings in comparison to calling mobiles from a landline
- Valuable customer data

