



ROBO is a NO GO!



Why using push notifications, text messages, or email is a better way to connect with your residents than Robocalls!



1 Most "robocalls" are spam. How many times have you been offered to extend your car's warranty?

According to 2020 Pew research, 80% of users do not answer unknown calls, therefore the maximum reach is 20% on the first try.



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Robocalls no longer have phone book advantage. There is a misconception that Robocall systems are easy and automatic. This is incorrect! Not only do most households no longer have landlines, there is no phone book for smartphones. This technique is not effective.

Phone calls and voicemails have limited info that is harder to retrieve as compared to text messages, emails, or the app. Phone calls cannot convey maps or links. If you miss a message, you must listen again!

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Most of your information is of a non-emergency priority and is better communicated in writing. A call about an event may annoy residents, but a text, push notification, or email is more welcoming.

With modern smartphones, users are notified in a similar fashion to phone calls, text messages, emails and push notifications.

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THE MOST EFFECTIVE WAY FOR LOCAL GOVERNMENTS TO REACH THEIR RESIDENTS IS WITH SAVVY CITIZEN.