

# DINERSTEIN CASE STUDY



## AT A GLANCE

### Challenges

- Way to connect with student about events & alerts

### Results

- Text messaging is a more effective way to reach residents
- Decided text messaging would be primary source of communication

## OBJECTIVES

Dinerstein needed a reliable and timely way to connect with their student community about relevant events and alerts.

## SOLUTIONS

Dinerstein conducted a focus group, discovering that students prefer being contacted via text for reminders about rent, events, and alerts. Bonfire stepped in as their perfect solution.

## RESULTS

While conducting focus group at our student community, the residents let us know text messaging is more effective in sending messages regarding rent, events, alerts, etc. than sending an email. According to the residents, a text message pops up on your phone and emails come in frequently and can get pushed down quickly. There are times they find out about an event when it is too late due to not frequently checking their email. They requested text messaging be our primary source of communication moving forward.

