ShapeNet
Case Study

☑ **Scalability Unlocked:**
Sending hundreds of thousands of messages

☑ **Onboarding Speed:**
99% Decrease in time to register new numbers

☑ **Deliverability Improvements:**
Sending bulk messages in real-time

Overview

ShapeNet Software provides tools that help health clubs and wellness facilities optimize their operations. One of their most popular offerings is SMS, which gyms leverage for a wide range of use cases:

- Welcoming new members
- Sending reminders to members
- Following up on training sessions
- Sharing helpful tips and resources
- Winning back members who canceled

The Challenge

ShapeNet Software needed an SMS partner that could help them quickly onboard new clients and add texting to their accounts. With past SMS partners, it was taking up to three days to register new phone numbers with The Campaign Registry.

These delays, combined with their SMS partners' unreliability in sending and receiving SMS, were slowing ShapeNet Software's growth and hindering their ability to deliver exceptional customer experiences. Something had to change.

TrueDialog

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The Solution

ShapeNet Software partnered with TrueDialog to streamline the process of registering members' numbers with The Campaign Registry. Our platform allows them to submit registrations directly to the carrier rather than wait around for days for an SMS partner to submit the registrations for them. Using our dashboard to complete registrations only takes 15-20 minutes, so their clients are happier and ShapeNet Software's internal teams have fewer hassles to deal with.

"It was a really simple process to get numbers registered," says Larry King, CEO of ShapeNet Software. "We could hit all the legal requirements, set the codes into our system, and the client is off and running."

"I work with a lot of different strategic partners, and the attributes I look for are ease of use and support. I give TrueDialog five stars for both of them."
– Larry King, CEO

The Result

ShapeNet Software now has the scalability to send hundreds of thousands of messages in real time, enabling them to offer their clients a whole new level of service. And because of TrueDialog's delivery speed and reliability, clients are more than happy to pay for it.

"We give them 1,000-2,000 free texts, and we often go to their dashboards at the end of the month to find the clients have exceeded those limits and so we charge them additional fees," says King. "Even the clients who are texting 20,000 a month never blink because they're etting so much value with the texting."

Supported by the convenience and power of TrueDialog, ShapeNet Software is helping their clients grow membership and build loyalty. And this positive momentum is also driving their own business results and success.