Red Oxygen Helps This Public Library **Keep Up** with Its Readers

> " We use Red Oxygen to send our overdue texts and hold notices. People are on their cell phones more than they're at their computers, so it's really nice to be able to take advantage of that. "
>
> *—Public Services Manager, Reference and Circulation Department, Public Library*

Customer
Public Library

Location
Central Texas

Industry
Library

Highlights
- Responsive customer service
- System compatibility

THE CUSTOMER

This Central Texas library serves its community with robust programming for kids, teens, and adults. In 2016, library patrons checked out 1,080,312 digital and traditional books. The library uses Red Oxygen to make these transactions go smoothly.

THE CHALLENGE

This library needs to reach out to large numbers of patrons every day with updates on book holds and overdue reminders. Texting makes that work easier and faster, and also makes patrons respond more quickly to notices. The library had a hard time finding a bulk SMS solution that met their needs, but Red Oxygen proved to be a successful fit. "We chose Red Oxygen because it's the only solution that's compatible with our open-source Integrated Library System and capable of handling large volumes of messages," explains the Public Services Manager. She and her colleagues are also pleased with the tech support: "We ran into a problem and when we called the support team, we found out they had already taken care of it! The customer service is remarkable—they're so proactive."

redoxygen **Case Studies**