

In 2008 it is estimated that over 2.5 trillion text messages will be sent, making text messaging one of the most popular forms of communication in the world. And the demographics are staggering. Among people under 25 years old, it is now both the preferred and dominant form of communication.



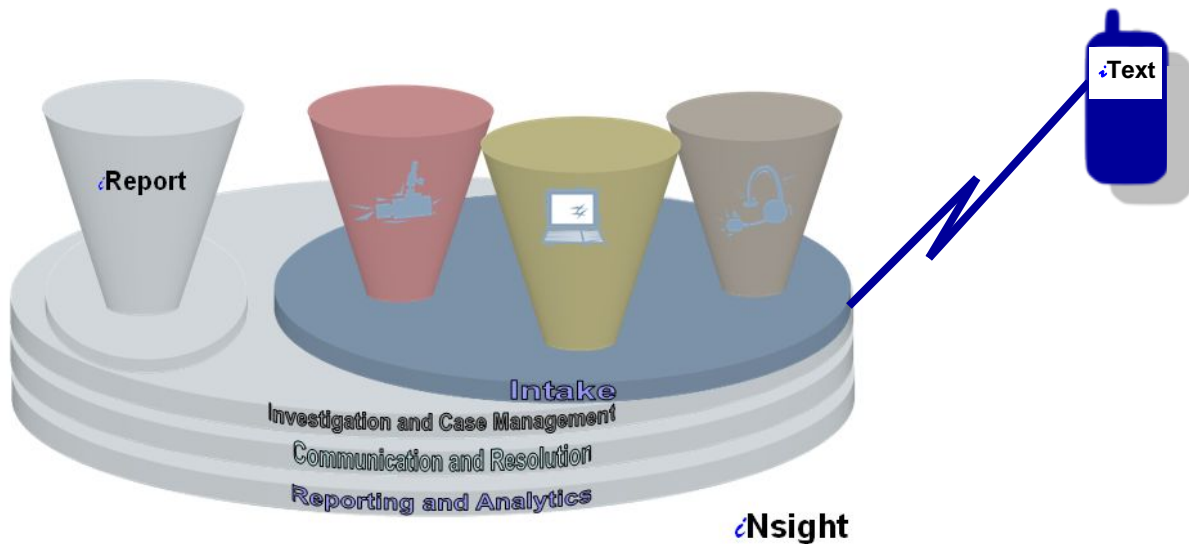
Text messaging, or “*texting*” is the common term for the sending of “short” (160 characters or fewer) text messages from mobile phones using the Short Message Service (SMS). It is available on most digital mobile phones and some personal digital assistants with on-board wireless telecommunications. The individual messages which are sent are called *text messages*, or in the more colloquial text speak “*texts*”. Short Message Service (SMS) is a communications protocol allowing the interchange of short text messages between mobile telephone devices. The SMS technology has facilitated the development and growth of text messaging. The connection between the

phenomenon of text messaging and the underlying technology is so great that in parts of the world the term “SMS” is used colloquially as a synonym for a text message from another person or the act of sending a text message.

Given the increasingly significant role this generational population will play inside your organization, you need a strategy for leveraging their preferred communication method in your ethics and compliance program. Whether you are using *iN*sight, the leading platform for the management and reporting of incidents and allegations, for the capture, analysis and resolution of internal risk data – such as issues of behavior or Internet Leak Protection (ILP), or external risk data – such as issues of consumer concern or environmental abuse, *iText* allows you to expand your reporting constituency to include the fastest growing demographic in the workforce. Independent studies have consistently shown that individuals provide the most reliable alleged incident data – the data you need to quickly identify risks and threats .

The most common application of SMS is person-to-person messaging, but text messages are also often used to interact with automated systems allowing *iText* to be enabled not only for “reporters” but also for notifications to case managers, investigators and others who need to be kept informed on investigation progress.





With [iText](#) from Intercede, bi-directional communication is made simple and efficient with those constituents who chose it as their preferred method of communication. And, it includes the ability of SMS to attach a picture as well! Imagine having a citizen walking their dog at the neighborhood park and witnessing illegal dumping, being able to take a picture with their cell phone, text details about the incident, report it immediately and allowing an investigator or case manager to have real time follow-up, all while allowing the reporting party to maintain complete anonymity.

According to national surveys, the majority of ethics and compliance violations are not reported to management. Moreover, these same surveys indicate that companies with strong ethical cultures and well implemented ethics programs significantly reduce the number of incidents that occur and greatly mitigate the risks associated with violations. By leveraging the convenience and constituent preference of using a cell phone as the reporting device, companies reinforce their commitment to an ethical culture and encourage stakeholders active participation by enabling a witness or the offended party to report the facts quicker and more easily – while they are fresh and current. Early detection enables an effective response. It's what you don't know that can really hurt you!

About Intercede

Headquartered in Charlotte, NC, Intercede was founded by Global 50 business leaders in human resource and risk management in partnership with the leading workforce conflict management litigators and arbitrators. These thought leaders joined forces with a group of software design visionaries and the result has been the most scalable and robust Software-as-a-Service intelligent incident and allegation management solution available today.

With over 1,000,000 subscribers, [iSuite](#) has allowed Intercede to become the recognized thought leader in intelligent incident and allegation management solutions worldwide.