



Text a Librarian
powered by: 



Text Messaging for Libraries
Mobile reference simplified.

About Mosio

Mosio is a mobile technologies agency providing **text messaging** and **mobile web solutions** for businesses and organizations.



We help our clients **connect with patrons** using their mobile presence as a way to increase **engagement**, both on and offline.

About Text a Librarian

Text a Librarian™ was developed specifically for libraries by taking an award-winning **mobile questions and answers** technology.

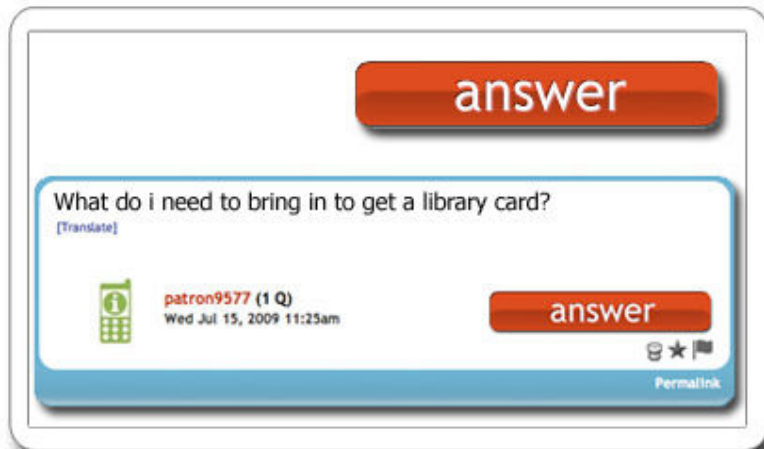


Text a Librarian helps libraries **connect with more patrons** on their **mobile phones**.

Text Chat Software - How it Helps You

Text a Librarian's text messaging "text chat" software enables libraries to:

- * Communicate with patrons via the most used and preferred mobile technology.
- * Receive and respond easily using intelligent messaging dialogue functions.
- * Collaborate and customize features to increase workflow efficiencies.
- * Run and download usage reports and reference transcripts.



Responding to text messages is easy. Just click "answer".



Includes customizable patron marketing materials.

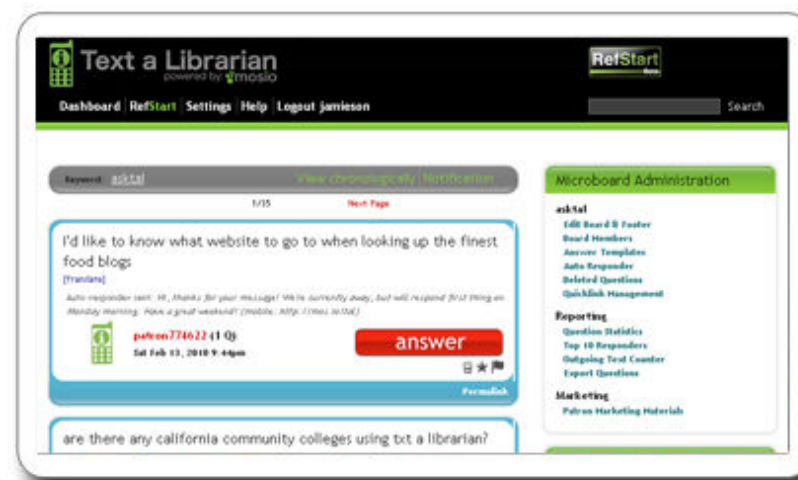
Patrons Text You From Their Mobile Phones



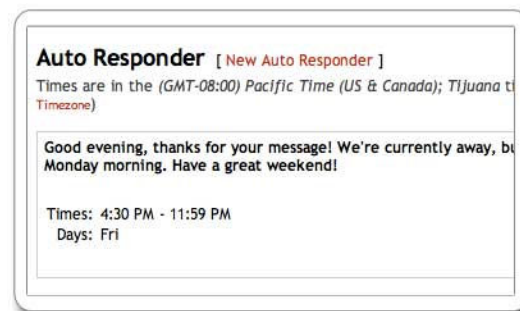
Future messages sent to your library do not need to use keyword

You Respond On a Computer

Live in Real-Time...

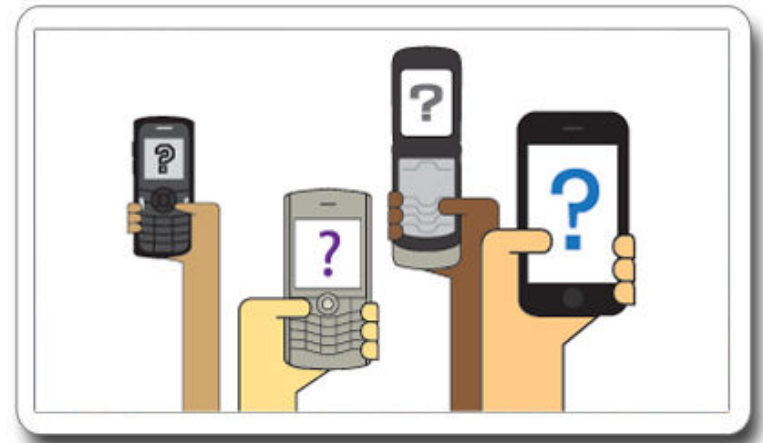


...or via Automated Responses



Key Questions to Consider in Text Messaging Reference Solutions

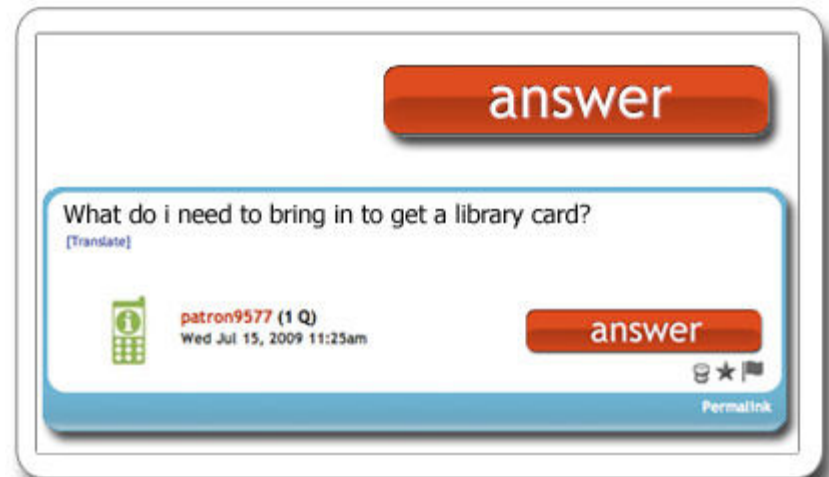
- How quickly and easily can you get the application up and running?
- Is it web-based, user-friendly and intuitive?
- Is the company providing the solution mobile carrier certified?
- How is patron privacy and data security managed?
- Will the application automate and streamline your processes?
- Does the application include auto-responders when the library is closed or you are away from the reference desk?
- Is there a dedicated customer support team when you have questions?



Easy to Implement, Simple to Use and IT-friendly

Text a Librarian makes it easy to take advantage of the **growing use of mobile technologies** by patrons.

- Signing up takes 2 minutes.
- Requires no IT department involvement.
- No formal training necessary.
- It's as simple as clicking on the **BIG RED** answer button.



Web-based, Nothing to Install and No Phone to Buy

Our software is hosted **"in the cloud"** so you don't have to worry about the technical stuff.

- Benefit from ongoing feature improvements and system enhancements based on your feedback.
- Updates are automatic, so you're always using the latest version.
- Library 2.0 driven with social media integrations.
- Did we mention no IT involvement necessary?!



Carrier Compliant on over 270 Million U.S. phones

We manage mobile so you don't have to.

- Reliability you can trust through mobile carrier-approved technology.
- Message confirmation and ongoing audit-processing to ensure delivery.
- Our relationships with mobile carriers enable direct communication with them.
- Mobile carriers blacklist non-compliant technologies, resulting in suspension or termination of service and/or sanctions.



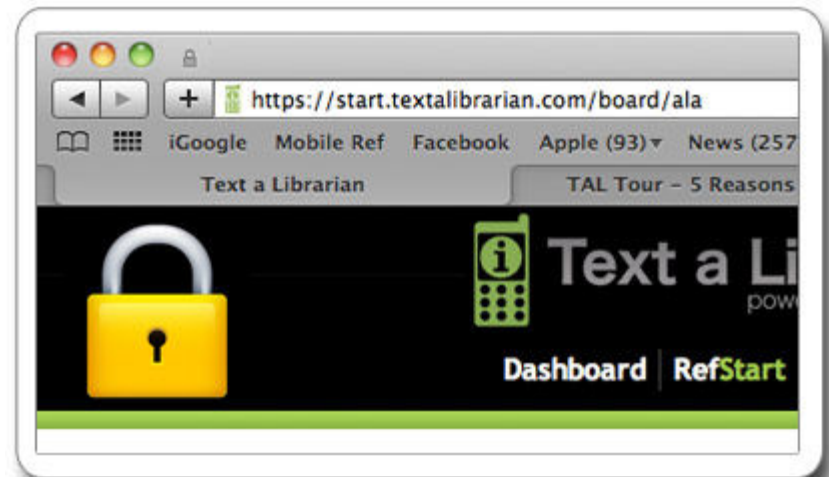
FAQ: Can we use our library's Google Voice number with Mosio's Text a Librarian?

Unfortunately not. Companies may not use Google Voice as an SMS gateway to resell text message reference services. It violates Google's Terms of Service and is illegal.

Patron privacy is safe. Your data is secure.

We take **privacy and security** very seriously, offering libraries ease of mind that work-around **hacks cannot offer**.

- SSL encryption: The same security protocols as online banking.
- Phone numbers are assigned anonymous patron ID's ensuring privacy.
- Data is backed-up daily on our secure servers



Increased Communication and Collaboration Efficiencies

Text a Librarian's features and functionality **save you time** while offering the **best experience** for your patrons.

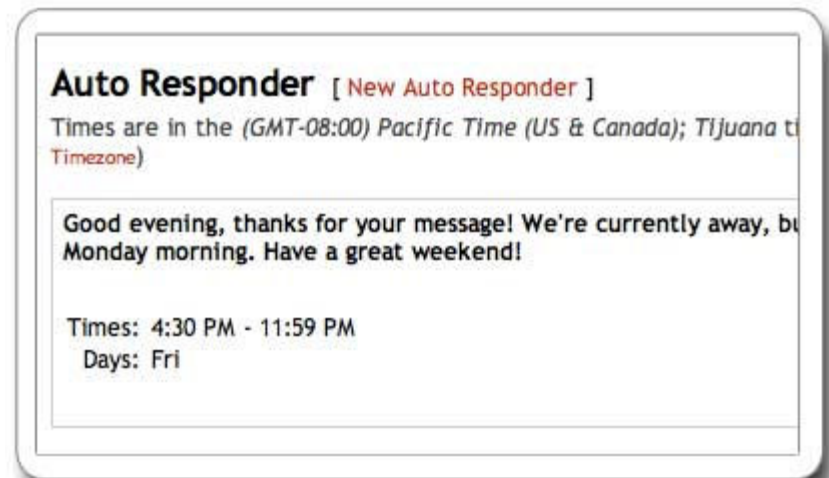
- Real-time multi-modal notifications alert you of new messages via email, IM/web chat and SMS text message.
- Tools that make working alone easy and working together efficient: Searchable archive, Answer templates, Quick links, "Text speak translator, Permalinking and more.
- RefStart: One-click access to reference tools, search, web 2.0 sites and popular social networks.
- We listen to your feedback to learn what we can do to make your experience with Text a Librarian better.



Always Connected, Even When You're Not

Auto-responders let you **communicate with your patrons 24x7x365.**

- Customize multiple auto-responders by day of week and time of day.
- Schedule one when you're open to let patrons know you got their message and are working on their answer.
- Include URL links to mobile websites and FAQs to let patrons help themselves.
- Auto-responders keep you connected and patrons engaged.



Friendly, Dedicated Customer Support

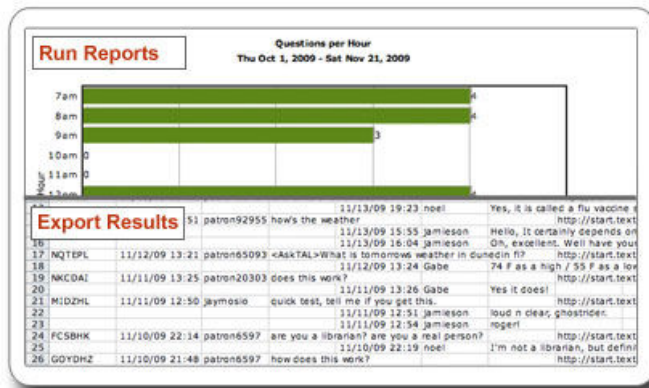
When your patrons have questions they ask you. When you have questions **you can call, email, text us.**

- Our dedicated in-house support representatives respond quickly and are always friendly.
- Ideas and suggestions from librarians helped build Text a Librarian. Listening to your feedback is what makes it better every day.
- We are fanatical about customer support, just ask our clients.

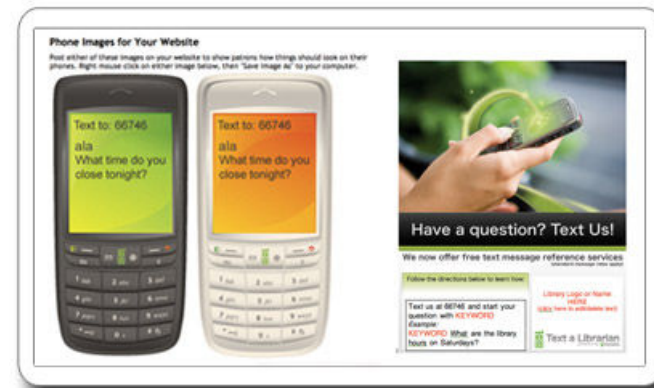


Full of Extras!

Transcript / Statistic Reporting



Patron Marketing Materials



RefStart Application



Text Speak Translator



"Mosio makes it easy."

- Krystal London, Mobile Industry Review

"Text a Librarian is a great way to expand library services and provide mobile patrons answers to simple questions."

- Tracey Ray, Free Library of Philadelphia

"Mosio's service opens up a whole new world for us, giving us an easy-to-use component, increasing student access to KU Info."

- Curtis Marsh, KU Info Program Director

"This solution was designed for libraries, addressing their specific security and technology needs."

- Michelle Roubal, Plainfield Public Library

"Mosio's Text a Librarian is a great solution for us!"

- Emilie Smart, East Baton Rouge Parish Libraries

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www.textalibrarian.com

