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O₂ Ireland (now **Three**) and Vodafone Ireland have made changes to their SMS sending practices. Ultimately they have put in place 'spam filter'. This will block all delivery of their mobile numbers through any route other than their own. For Textaparent.ie to maintain our high delivery rate we have had no option but to use these direct delivery routes over the last few weeks.

Textaparent.ie strives to be the most efficient and reliable service for your school. In order for us to maintain this; we have no other option but to pay the premium rate that O₂ and Vodafone have put in place. We are working on securing the best possible price for our customers. Presently Textaparent.ie is absorbing this price increase and has not passed it on to your school.

You may have offers from companies offering discounted or cheaper rates. Please check if they are using direct routes to Vodafone or O₂. Using other (grey) routes drastically increases the chance of messages not being delivered. Your Sender ID may be also lost with messages being received by parents from a 00451234567 type number.

The natures of messages being sent by our schools to their parent body are of high importance. It is for this reason that TextaParent.ie has introduced an upgraded version of the website and why we works closely with providers to ensure the highest delivery rates and most efficient sending practices.

As from the 1st February 2015 we will increase our unit price, but are working on making this as cost effective as possible for you. We will contact you again before January 20th with an update on this new cost.

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Textaparent.ie Support

