



## GuestAssist Text Messaging System Information & Procedures

**GuestAssist** is the text messaging service available to guests at Lincoln Financial Field. A guest may call for assistance during an event by sending a text message from their cell phone. The text message is received by a stadium representative and the appropriate assistance is dispatched from the Command Post. If necessary, the stadium representative may have a dialogue with the guest through the exchange of text messages. By using the **GuestAssist** system, guests will be able to report issues and concerns, ask for information and call for assistance in a fast, easy and convenient way.

This document provides further detail on how the **GuestAssist** text messaging system works.

### PROCEDURE

1. Open a blank text message and address the message to **78247**.
2. In the body of the text message, type the word **ASSIST** followed by a space and the issue (question, comment, concern, etc.) and location. The word ASSIST is not case sensitive, but the body of the text message must start with this keyword and there must be a blank space after the keyword.
3. Text messages can be up to 160 characters in length.
4. A subject for the text message is not required.
5. When the text message is received into the **GuestAssist** system, an immediate, auto response message stating, "Your message has been received by stadium personnel." will be sent back to the guest. If the guest's message was not properly formatted (the keyword was missing, spelled incorrectly or there was no space after the keyword), then the guest will receive a message telling them that their message was not delivered and that they need check the keyword and send a new message.
6. The **GuestAssist** operator located in Stadium Control will process the guest's message. The operator will send a message to the guest confirming that assistance is on the way. The **GuestAssist** operator will notify the Command Post of the issue. The Command Post will dispatch the appropriate assistance to the location given by the Guest in the text message.
7. If additional information or assistance is needed, the **GuestAssist** operator will exchange messages with the guest.
8. Stadium personnel will respond to the location. Stadium personnel will update Command Post on the status of the issue up to and through resolution of the issue.



### SPECIAL NOTES

- Each text message must begin with the keyword ASSIST (not case sensitive). The keyword must be followed by a space and then the message from the guest (the issue and location).
- The **GuestAssist** system is monitored by an Event Staff member located in Stadium Control. This staff member will be responsible for receiving and responding to text messages and relaying the calls for assistance to the Command Post.
- The **GuestAssist** system is operational only on event days beginning when the HeadHouse Plaza opens and until the building is closed at the conclusion of the event.
- The **GuestAssist** system is not available on pre-paid cell phone plans.

Compose

**To:** ▼ 78247

Assist There is a fight in Section 101 Row 1  
Seats 1&2

Send
Cancel


Add...

Sample text message being sent by guest using the **GuestAssist** system.

Text to 78247 the word ASSIST <space> your issue and location. Stadium personnel will respond.