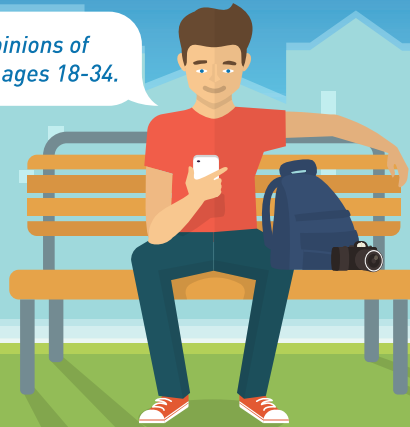


# Why Millennials

## Prefer Two-way Texting with Businesses

Based on the opinions of 500 millennials ages 18-34.



**72%**

of millennials text 10 or more times a day.



**83%**

of millennials open text messages within 90 seconds of receiving them.

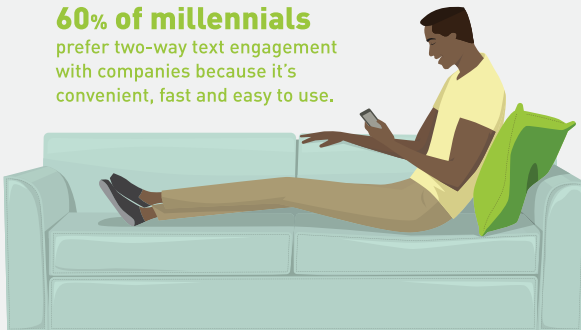
### Millennials prefer to receive these types of texts from businesses

Appointment Reminders	<b>62%</b>
Delivery Notifications	<b>59%</b>
Payment Reminders	<b>48%</b>



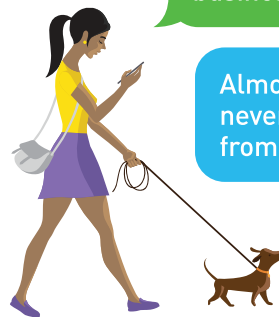
**60% of millennials**

prefer two-way text engagement with companies because it's convenient, fast and easy to use.



Millennials only receive 0-5 text messages from businesses a week.

Almost 20% note they never receive texts from them at all.



Interestingly, more than twice as many millennials (**42%**) would prefer to receive fraud alerts than are currently receiving them (**19%**) from their financial service providers.

## Texting is the #1 preferred channel for notifications from businesses

Email is a close second, and voice a distant third.



**Postal mail has a higher preference than Twitter and Facebook!**

Social media channels, for all their buzz, aren't a significant factor for business-to-millennial communications as of yet.



**80% of millennials** would prefer to text a company's 1-800 customer service line versus waiting on hold.



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Source: This survey was fielded by 500 US millennials via SurveyMonkey on behalf of OpenMarket.

OpenMarket, a division of Amdocs, helps enterprises use mobile to transform their business. OpenMarket provides mobile engagement solutions for organizations to optimize their operations and enhance relationships with their customers and employees. Major enterprises choose OpenMarket for our domain expertise, service flexibility, demonstrated performance and reliability, global scale, and corporate maturity. We provide smart, interactive connectivity to more than 200 countries, enabling businesses to engage with nearly every mobile user around the world. Our clients trust us to power their mobile business. For more information, visit [www.openmarket.com](http://www.openmarket.com).