

Empathetic Moments: Use cases for SMS and RCS

How to use mobile messaging
to connect with customers and
stay in touch with employees





Use cases for SMS and RCS

Most businesses have cottoned on to the business benefits of SMS and RCS messaging. But few come close to realizing the incredible potential these channels offer. Why? Maybe because there are so many use cases out there, it can be easy to get lost in the maze of potential. That's what this guide is for. It should help you:

- Categorize the multitude of mobile messaging use cases
- Spot the best interaction opportunities
- Roll out useful, revenue-boosting SMS and RCS programs across your business

So whether you're an enterprise trying to use messaging more strategically, or a vendor that sells communication solutions, this guide is for you.

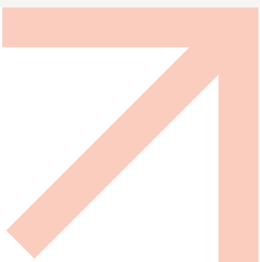
Unlock the potential of SMS and RCS

Yes, this is one of those guides that toots the trumpet of SMS and RCS messaging. But this is a communications trumpet that deserves all the tooting.

In recent years, SMS has helped tens of thousands of businesses communicate with large audiences more personally and empathetically than ever before. And RCS is hot on its heels.

RCS explained

RCS (Rich Communication Services) is SMS on steroids. It lets you deliver interactive, app-like experiences straight to your customers' messaging inboxes.





Where messaging *is* best

Mobile messaging's great strength is its ability to let businesses be there, be useful and be responsive in specific moments. Here are some important stats to explain why:

- Nearly five billion people (in other words, almost every adult any business could hope to deal with) uses mobile messaging.
- 98% of texts are read.
- 90% of texts are opened within three minutes.

No other channel offers the ubiquity, accessibility and certainty of mobile messaging. While emails can land in junk folders, calls can be screened, and letters can be lost, texts almost always get through.

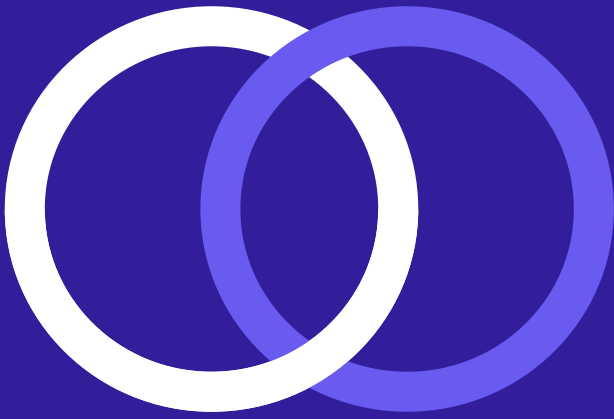


Where messaging *isn't* best

But let's be clear – mobile messaging isn't right for every customer interaction. Email is best when you're sending long documents a customer needs to save, but doesn't need to read right now. Or for when you're sending big content pieces like newsletters, brochures or product guarantees.

At other times, there's no substitute for voice calls. They tend to be just right for complex customer service interactions, when a real person needs to react to a customer's responses in real time.

So the big question is: how do you work out which audience interactions are suited to mobile messaging?



Introducing Empathetic Moments

There are times when SMS and RCS are uniquely positioned to help you connect with customers and employees. We call these ‘Empathetic Moments’. These Empathetic Moments are opportunities to surprise and delight the people who matter most to your business, by using your insights to give them information, experiences and alerts when they’ll value them most.

We’ve identified five different categories of Empathetic Moment. We hope they help you think about messaging in new ways, and spark ideas about where SMS and RCS can fit into your communications strategy.

OpenMarket’s multi-channel mobile messaging platform, indigo, makes creating these Empathetic Moments effortless. Templated campaigns encoded with best practice insights, a drag-and-drop interaction builder, and a direct connection to the world’s most reliable global messaging network help you deliver the right conversations, on the right channels, at the right time. Every time.

[Find out more](#)

1

Sales & Marketing Moments

When you simplify and accelerate the purchase process, by removing barriers and offering well-timed incentives.

A Sales & Marketing Moment is a golden opportunity to influence a potential customer at exactly the right moment – when they're browsing, buying and paying. This might be by removing barriers to sale and offering well-timed incentives to simplify and accelerate the purchase process. A coupon, an offer, or some extra information about the thing they're interested in often works well.

A Sales & Marketing Moment could also be influencing someone when they're thinking about your brand, looking at your product online, or are near one of your stores. It could be the delivery of reminders to let customers know a payment is due, or to warn them their store credit card is about to expire.



She's at the mall and she's just received an SMS: 30% off her favorite sneakers. Time to buy some shoes.

Her new credit card arrived last week, but she forgot to update the details for her gas bill. Thankfully, a message has let her know before her next payment goes out.



Ordering a coffee without having to move, and a receipt on its way. That's the beauty of two-way RCS messaging.

Some people need to keep on top of the latest fashion. A visual RCS message gets the word out about a new product.



She's shopping around for the best price for a new car. While she was waiting for companies to call back, you sent a quote she likes. Done deal.

Now imagine every one of these messages in RCS form. Graphics, buttons, videos and maps can make messages so much more effective.

2

Delivery & Confirmation Moments

When you alert your customers to changes in delivery status and adapt to their schedules.

If your business delivers packages or provides home services, you'll know how many factors can cause delays or missed appointments. Having a quick, reliable, convenient way to communicate helps you avoid these hiccups.

That's why SMS and RCS are perfect for Delivery & Confirmation Moments. By plugging messaging workflows into your IT systems, you can let customers know where you are and when you'll reach them – while adapting to their plans along the way.

All this has the happy side effect of slashing missed deliveries, saving huge amounts of cash and cutting the need for operational gymnastics.



He was supposed to let the engineer in at 4pm, but he's only just leaving work. Why so relaxed? Because an SMS reminder let her rearrange the visit for later.



She was about to do some shopping after work, but she's going straight home instead after receiving this text: "We've left your parcel in your porch."



10 simple words were all he needed to get numbers for the summer party this year. "Coming to party on Friday? Type Yes or No. The HR crew."

She's re-planning her day tomorrow after getting this SMS: "It's quiet in the surgery this afternoon. Feel free to reschedule next week's appointment for between 2pm and 4pm today. 'A' to rearrange 'B' to keep as is."



3

Engaging & Reminding Moments

When you help customers, whether they've forgotten something, need information, or would just benefit from some care and attention.

Great customer experience is about being there for your customers – even when they don't know they need you. If you make time to deliver empathetic help and reminders, you'll be rewarded with loyalty, affection, and – bottom line – bigger revenues.

An Engaging & Reminding Moment could include the onboarding of new customers, or reminding them when you're meeting next to avoid appointment no-shows. It could be giving a customer or employee a nudge when they're running out of something, or when they're due to make a payment. To deliver really outstanding CX, you need to think imaginatively about situations in which you might be able to help your customers.



She doesn't forget to take her morning and evening pills anymore after she started getting daily texts like this:
"Joan – remember to take your pills. Please text back YES when you have."

She's staying dry because you sent a weather forecast via RCS along with her seating map.



Ten minutes ago, Stan and his son received a message informing them there were short queues at Rocket Loops. Now, it's lift off.



Julie's enjoying a coffee instead of waiting in line at the store. She'll wander back when an automated text tells her the technician's ready.



Six carefully scheduled, video-rich RCS messages later, Vinay feels like he knows exactly how to use his new project management software.

Claire and Owen hate rushing to make flights. Messages like this make life easier: “Your 2.30pm flight tomorrow is on schedule. Security lines are expected to be busy, so check in no later than midday.”



She's going to take the car to work today after a message from her HR team warned her about train delays.

Read about how Virgin Trains uses SMS to delight their customers.

[Download case study](#)

Find out how Virgin Trains and Subway have put RCS to good use.

[Learn more](#)

4

Authenticating & Protecting Moments

When you improve your customers' security with two-factor authentication, reminders and alerts.

Everyone wants their online identity and accounts to be safe, but they want that safety to be hassle-free. Mobile messaging can help with all Authenticating and Protecting Moments.

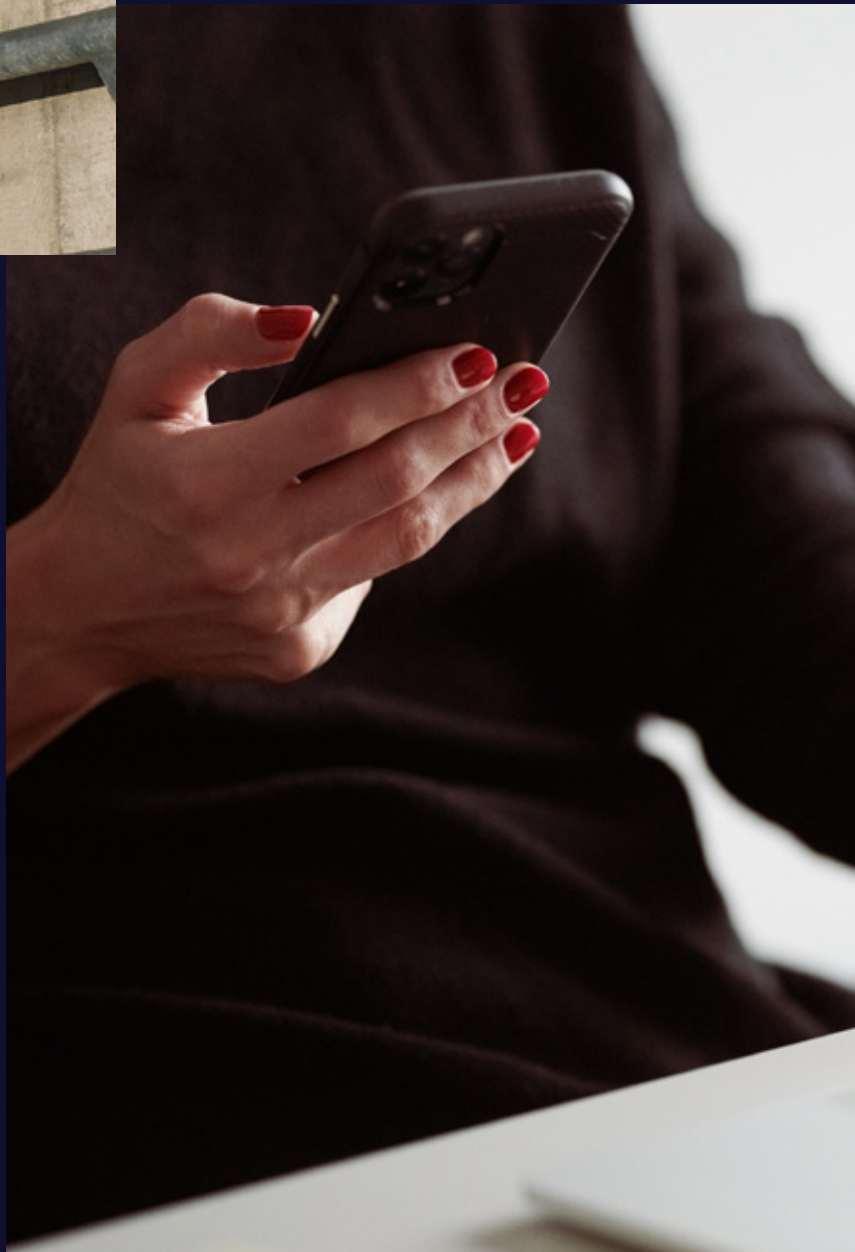
Two-factor authentication (2FA) via SMS makes device and data protection a breeze. An employee that wants to log-in to an application or work computer can be sent a code via their inbox. No need for extra hardware or software, and it's easy to set up too. Tick a permission box and you're done. Automated SMS alerts can also be used to authenticate transactions and authorize account activity.



He needs to access secure information on his work device. Username. Password. PIN sent via SMS. And he's in.



He no longer has to carry a number-generating widget to bank online. A number sent by SMS works just as well.



Every time she logs into her laptop, a unique code is sent to her mobile phone. Ultra-safe, but ultra-simple.



After a shopping splurge, he doesn't have to call his bank's fraud department. A quick SMS exchange confirms he made the purchases.

Read our guide to secure mobile messaging to learn how to keep your mobile channels safe.

[Learn more](#)

Or try our 35-min webinar: How to protect your SMS, RCS and MMS channels.

[View the webinar](#)

5

Listening & Enabling Moments

When you give customers a chance to offer feedback in the most simple way, or grant them the freedom to self-serve.

Listening to your customers and employees is the only way to understand their views and preferences. Let's say you want to know how a guest's visit to your hotel or online store went. An email might not be read until days or weeks later – if at all. A paper form when they're leaving is an extra hassle they don't need. But an SMS or RCS asking for feedback gets you a response when it's freshest. Plus, if they've got negative feedback, you can start making up for it immediately, before they take to social media.

You can use mobile messaging for information requests too. It's cheaper for you and more convenient for the customer. Or if you need to make a difficult decision that'll affect your customers or employees, put it to an SMS or RCS vote.



She's not happy with her new laptop, but instead of venting on Twitter, she's filling in an SMS survey she's received.

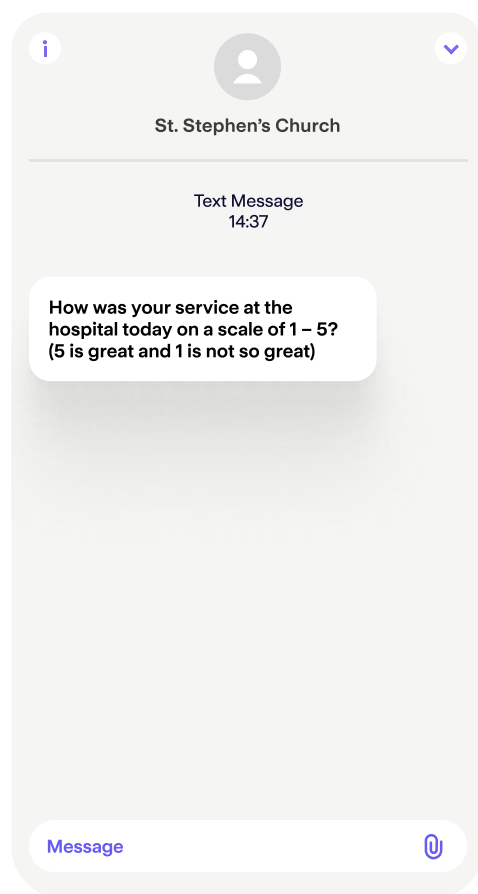
She's desperate to have her say on the poor hotel service she's just received, and her travel operator is desperate to hear about it. Post-checkout SMS surveys are powerful tools. Getting feedback on the service is now as easy as this:

Please rate your care on a scale of 1–5 stars – 1 being bad and 5 being great.



RCS vs SMS

RCS is perfect for listening and enabling moments. Which survey would you be more likely to fill in?



SMS Customer Service story

Ginger Hotels

Ginger Hotels wanted to improve their customer service but didn't know where to start. OpenMarket's platform empowered them to create effortless text messaging workflows and quadruple their customer feedback rate. Read our case study to find out how they did it.

[Download case study](#)



SMS and RCS

A compelling business case

Customers are demanding ever-improving experiences – more personal, more immediate and more helpful. Yet CX budgets aren't rising in proportion with expectations. Mobile messaging gets companies out of this CX trap. It delivers better customer experience, while reducing costs.

That's why SMS has become the go-to technology for CX-focused organizations. And that's why RCS is set to take business messaging to the next level in the coming years. We'd love to show you how OpenMarket makes multi-channel mobile messaging simple, from SMS to RCS, and beyond.

[Get in touch](#)



Multi-channel messaging

Ready to get started? Explore how OpenMarket's multi-channel messaging platform works, right here.



[Download the eBook](#)

We're OpenMarket

We help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession.

We'd love to do the same for you.

