

On alert

Connecting with customers
at the right time

When it comes to alerts, a lot of enterprises have got it the wrong way around. Normal practice seems to be that the onus is on the customer to log on to a company's website to check their parcel is being delivered or that their flight is on time.

But if you're in the business of providing great customer experience, surely it has to be the other way around.

That's where our Mobile Engagement Platform (MEP) can help.

Better for them, better for you

Let's say you're shipping a parcel. You can use MEP to design an alert system for your customers to keep them in the loop at every stage of the process. And because it's two-way, it keeps you informed too.

For instance, your customer may have ordered the item and thought Thursday morning was fine. But an alert the evening before makes her realize that now it's no good. If she can text back instantly and rearrange, that's better for her – she gets her package at a time convenient for her – and it's better for you because you're not wasting your delivery guy's time with a wasted trip.

Multiply that interaction by all the deliveries you make, and suddenly you're looking at major efficiency savings, reliability improvements – and a lot of happy customers.

Added extras

Working out what will make your customers' experiences better – and then delivering – is a good start. But using these alerts, you can go all the way to great.

This time, let's say you're an airline. Your customer's checked-in the evening before his flight via his mobile phone. Of course you should use this channel to keep him up to date on his flight status. But you've got a golden opportunity to do even more.

It could be simple touches that make all the difference – a welcome message when he arrives at the airport with some special offers tailored just to him.

Or it could be something that really adds value, like a speedy way to process a lost-luggage claim if things go wrong.

The elevated experience

When it comes to customer experience, 'okay' isn't good enough anymore. Enterprises need to take the lead in the customer relationship, anticipate what their customers will value, then make it happen.

OpenMarket's Mobile Engagement Platform lets you do just that, delivering real-time updates and alerts, timely communications based on user preference and a truly responsive two-way customer service.

We're OpenMarket.

We help the biggest brands in the world use mobile messaging to connect with their customers in the moments when it counts. When they need to be there and be 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. Visit www.openmarket.com for more information.