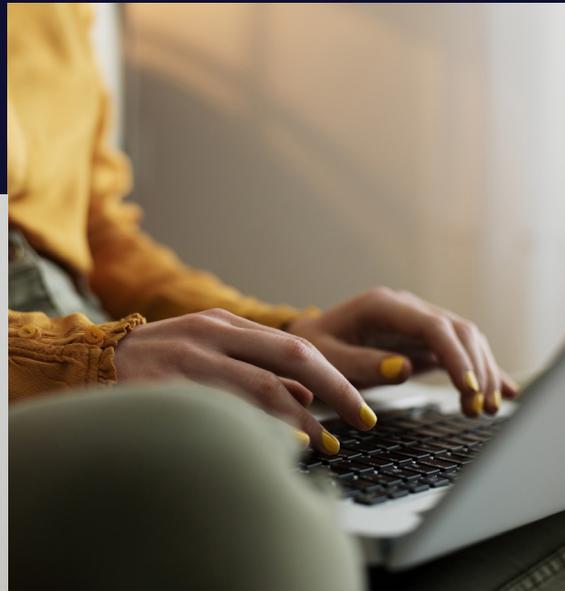


Retail

How email and text messaging can work together



Where mobile messaging fits in your communication strategy

If you work in retail customer service, it's a fair bet you rely on email to send many of your customer communications.

But the question is, are you choosing email in the right situations?

Our [Empathy in the Age of AI research](#) shows 79% of consumers want brands to understand which channels they prefer, and when – but CX leaders say that's one of their biggest challenges.

A single channel approach is no longer good enough.

Sure, there are times when email is best. Like if you're sending important documents a customer needs to save or if you're sending big content pieces like newsletters, brochures, product guarantees and so on.

But the truth is, for lots of customer communications, email isn't the right channel – and mobile messaging is a much better option.

To provide great customer experiences, you've got to pick exactly the right channel to communicate, at exactly the right time.

Keep reading. We'll show you how.

Why do you communicate?

Let's take a step back and ask a fundamental question.

Why do you communicate with customers?

There can be lots of reasons. It might be to...

- Send a shipping or delivery notification
- Send an order confirmation (or confirm a cancellation)
- Conduct a customer survey
- Let them know their purchase is ready to be collected
- Let them know about a product recall
- Send them their receipt
- Get them to fill in missing account information

And you can probably think of a whole bunch more.

Many of these communications are time-sensitive and short. They rely on your customer reading them (and perhaps replying) right now.



Here's why email doesn't always work...

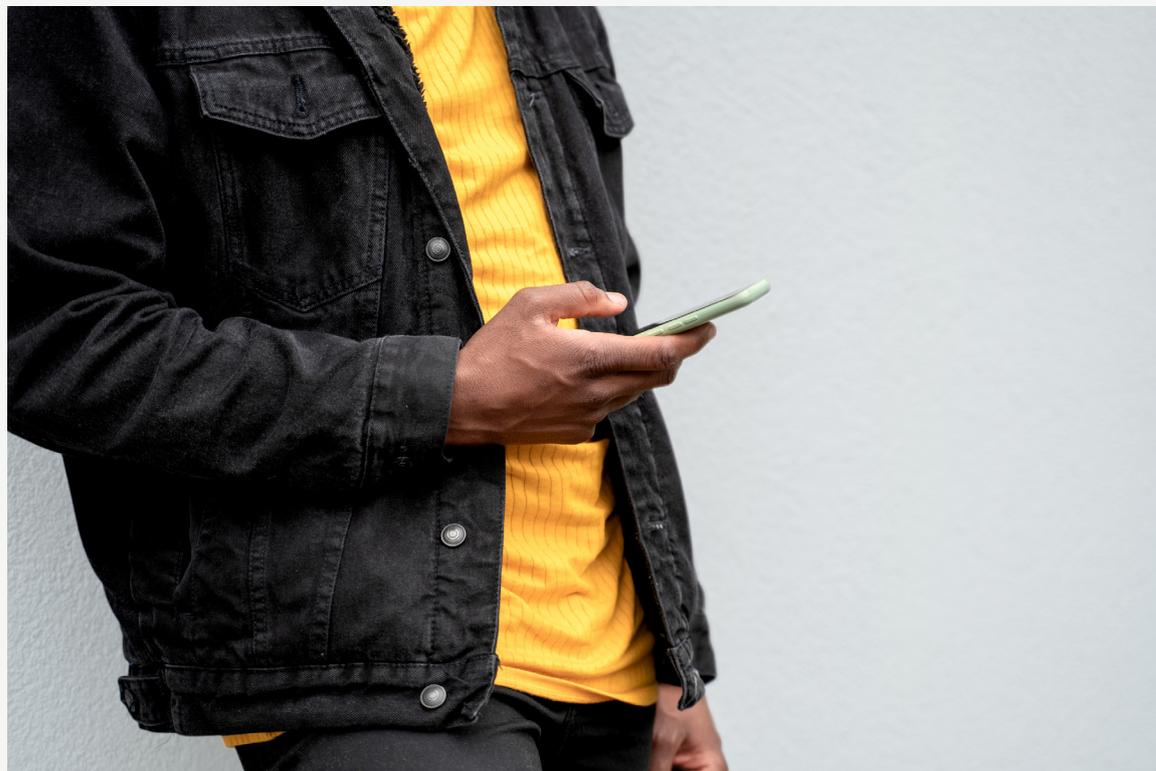
Way back in the day, email was a customer communications dream come true: lightning fast, reliable and incredibly cheap. It met all our communications needs and then some.

But that's just not true anymore.

We get so many emails, we're blind to new ones arriving in our inbox – particularly from businesses.

When you send a customer an email, there's a risk they'll miss or ignore it.

That means for a lot of communications, email isn't fast or reliable enough to connect with customers at exactly the right time.



Here's why mobile messaging works...

Mobile messaging is ubiquitous – the vast majority of people have devices that can receive SMS messages.



Mobile facts

Nearly three quarters of the global population (72%) are subscribed to a mobile service. The number of global mobile connections is predicted to hit 5.9 billion by 2025.¹

They're convenient – people have their phones on or near them pretty much always.

And mobile messages get read – the open rate for text messages is 98%. Compare that to email where studies suggest open rates in retail hover around the 15% mark, often less.

That's why SMS gives retailers eight times the conversion rate of email.² And why mobile-delivered coupons are redeemed ten times more than other types of coupon.³

The fact is, for personal, time-critical, high-priority moments, mobile messaging is a far better channel.

1. www.statista.com

2. www.retaildive.com

3. www.apptentive.com

Here's what adding mobile messaging as a channel for your customer communication looks like:

He's held up and not going to be home in time for his delivery.

But a confirmation text gave him the chance to reschedule.

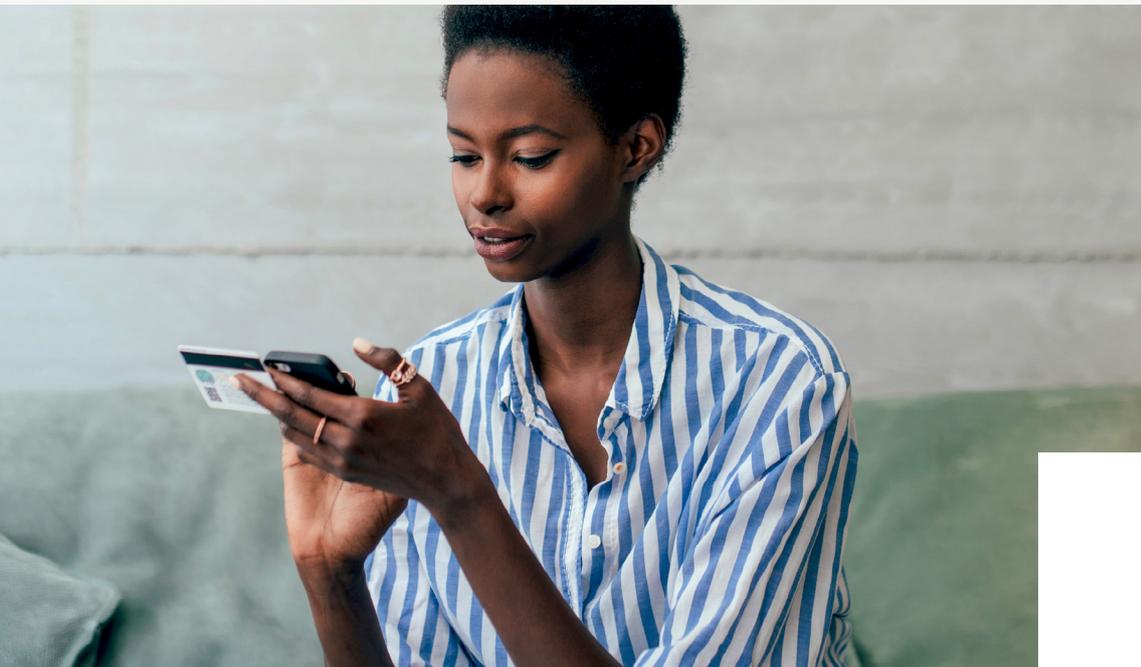
Who knew automated text workflows could make someone so happy?



Oops. She's ordered the wrong thing.

But a quick text to your automated cancellation workflow and the order's cancelled.

No fuss, no bother.



You want to know what your customers think so you can keep getting better.

A text survey right after they've bought from your website – when you're still at the top of their mind – makes it much more likely they'll reply.



Better for them, better for you

When you use mobile messaging and email as complementary channels, it's better for your customers – and it's better for you.

That means using text for time-critical, short communications.

If you're a major retailer with hundreds of thousands of customers, inbound customer enquiry emails are a huge deal.

“Where's my order?”

“When will I get my refund?”

“Can I change my delivery time?”

These are all quick questions with responses that can be easily automated. There's no sense wasting your precious time and resources having people manually replying to these information requests.

This was the situation one of our clients faced, so they introduced automated mobile messaging into their communications channels and reduced inbound customer email by 50%. A massive saving in time and money, and a much better experience for their customers.

And that's not all...

The rich messaging evolution

Mobile messaging has evolved far beyond plain text-only messages to transform customer engagement.

Take Branded Messaging. Branded Messaging means you send SMS messages as normal – but they arrive complete with your brand logo and company colors. Not only does this mean your SMS messages stand out, your customers will instantly recognize your brand and trust messages are from you.

And the best bit? If you're already set up to send SMS messages, there are zero technical requirements to adopting Branded Messaging. No integrations. No dev work.

Rich messaging formats like MMS, Rich Communication Services (RCS) for Android, and Apple Business Chat go even further. They deliver video-rich, app-like interactive experiences via the traditional mobile messaging inbox, with no need for customers to download an app. So you capitalize on the convenience and immediacy of mobile messaging but with richer, more engaging content.

To learn more about rich messaging and branded messaging:

[Check this out](#)

Time to connect

When it comes to choosing your communication channels, it's all about empathy.

It's about connecting with your customers in the way that's best for them – and the most efficient way for you.

That means a blend of text message, email and voice call is the only way to make sure you're delivering at the right moment, in the right channel, every single time.

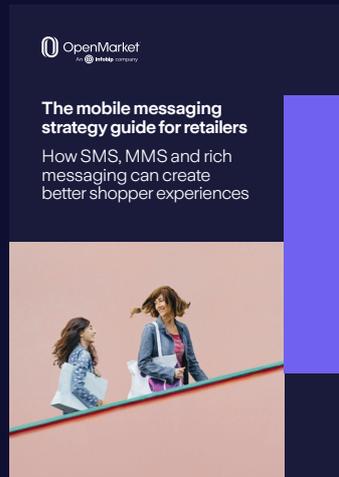
To learn more about building a multi-channel communications strategy your customers love, talk to us about indigo, our multi-channel messaging platform.

With indigo, your people can easily create Empathetic Interactions without relying on IT's help.

Templated campaigns, best practice insights, AI, and a direct connection to the world's best global messaging network help you deliver the right conversations, on the right channels, at the right time.

[Find out more](#)

Learn more about how retailers can build a mobile messaging strategy that delights customers.



[Download the guide](#)

We are OpenMarket

As an Infobip company, 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.

