



Retail Where text messaging beats email

Why you need to add text to
your communications strategy



If you work in retail customer service, it's a fair bet that most of your communications are sent by email.

The question we've got is: why?

Sure, there are times when email is still best, like if you're sending important documents a customer needs to have saved 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 just isn't the right channel – and text messaging is a much better option for providing great customer experiences.

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

Relying too much on email just isn't going to work.



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.

All 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 work...

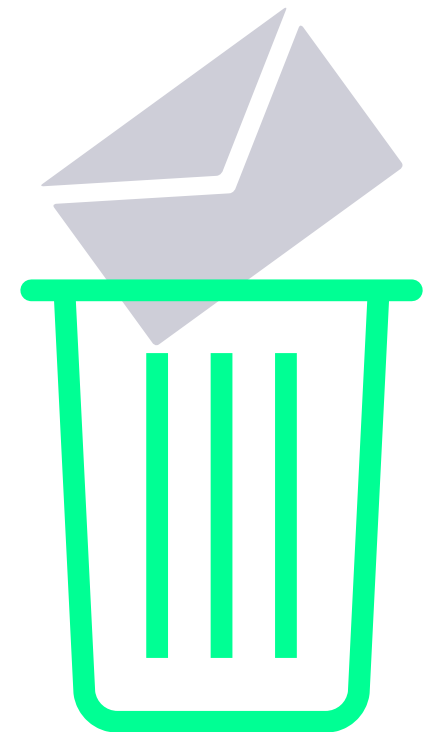
Way back in the day, email was a customer communications dream come true: lightning fast, reliable and incredibly cheap. It met all our communications needs and then some.

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, the chances are they'll miss it, ignore it or delete it without a second thought.

That means for a lot of communications, email is just too unreliable and too slow to connect with customers at exactly the right time.



Here's why text works...

Texts are ubiquitous – the vast majority of people have devices that can receive SMS messages.

Text facts:

There are three billion registered email addresses on the planet – but there are five billion unique mobile phone subscribers.

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

And text messages get read – the open rate for text messages is 98%, compared to only around 20% for email.

That means that for personal, time-critical, high-priority moments when your customer needs you to be there, be useful and be responsive, text is a far better channel.

The open rate for text messages is:

98%





Here's what adding text 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.



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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.



Time to connect

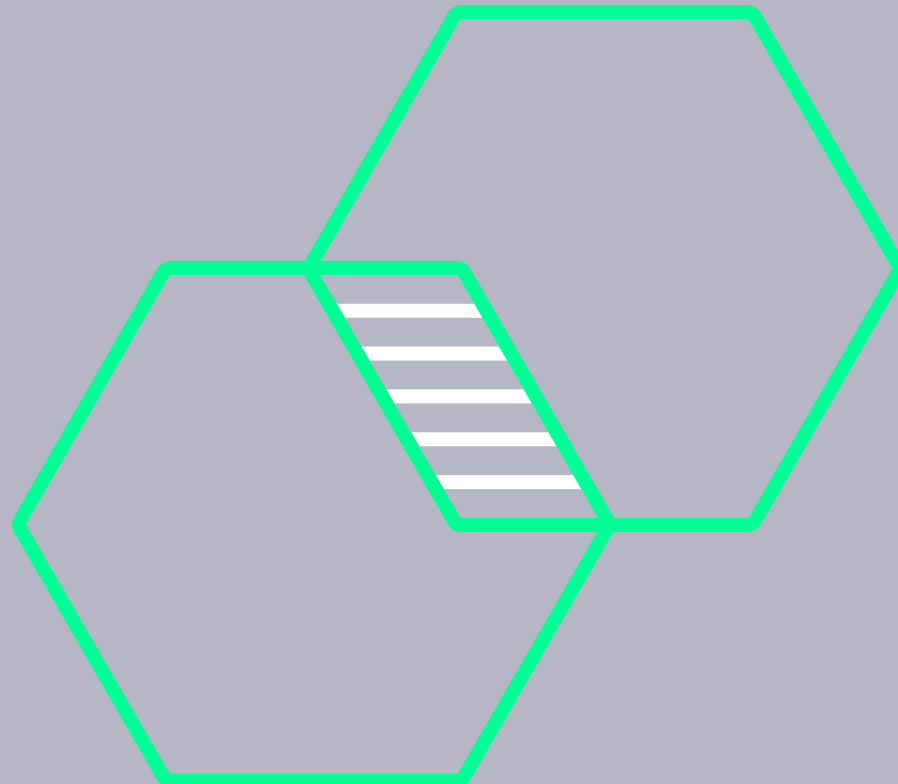
When it comes to choosing your communication channels, it's all about empathy.

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.

If you want to know more about building text into your communications strategy, we'd love to help.

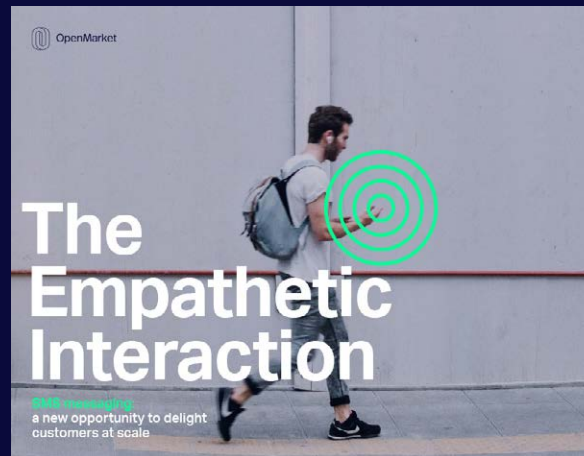
Let's talk



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.



For more stories where SMS made the difference,
[check out The Empathetic Interaction eBook.](#)