

Text messaging and customer service



Good customer service leads to all sorts of good stuff. Repeat sales, loyal customers and, best of all, free word-of-mouth advertising from your most trustworthy advocates.

And in a world where things move at the speed of digital, customers have lost patience with slow, frustrating call centers. They're inefficient and frustrating: everyone dreads working through automated voice systems, waiting on hold, repeating information and being passed around between customer service representatives.

The power of customer experience – in numbers

- More than 80% of customers will pay more for a product or service because they've had a good customer experience.
- More than 40% will make additional purchases for the same reason. But, 80% of customers will switch to a competitor because of poor experiences.
- And more than 70% will share details of poor customer experiences on social media and online review sites.

(Source: zendesk.com)

Try text

Your customers are mobile, so your customer service needs to be mobile too. Using SMS and MMS messaging, you can communicate and interact with your customers on the devices they use for all of their day-to-day communication. It just makes things simple.

Here are just a few use cases where text can make the difference between good and indifferent customer service.

She's lost her credit card. That's annoying.

But she's just texted her bank to report it missing. That's easy.

He's forgotten his account credentials.

By texting a keyword, he can reset them – without having to ring the call center.

Holiday over and they're heading to the airport.

They've just received an SMS survey from the hotel to rate their experience. Something to do while they're in the cab.

He's making a claim on his car insurance.

Using MMS he can send an image of the damage straight to the insurer and get things moving.

The storm has hit and they've lost power.

Their utility company texted them earlier enabling them to report loss of power if it happened. So that's what they're doing.

Everyone, everywhere, all the time

The ubiquity and simplicity of text messaging makes it an ideal tool for customer service. With an open rate of around 98% and the ability to reach users all over the world, text means you can communicate and interact with your target audience when it matters most.

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.**