

The quick and easy fix

How two-way texting solved a tech
retailer's customer service lag



Living in the digital age is great. We have supercomputers in our pockets that let us do anything: connect with anyone in the world, read books, watch films, do work, play games. It's happened really quickly – but we've become so used to it that we almost can't imagine a world without our mobile devices.

That's why when our smart devices go wrong, it's not just annoying: it's earth-shattering.

Our client is one of the planet's largest technology retailer selling tablets and smartphones, with millions of customers around the world. And when you've got millions of customers, you really don't want to offer poor customer service.

That's why they made it their mission to ensure that if a customer had a technical issue with their device, they were able to fix the problem as quickly as possible.

They managed to do that by going beyond their usual channels (email and call centers) and instead adopting two-way SMS as their primary method of communication. By doing so, they gave customers what they wanted – a quick, simple way to fix their device without having to wait on hold to speak to technical support or travel into a store.

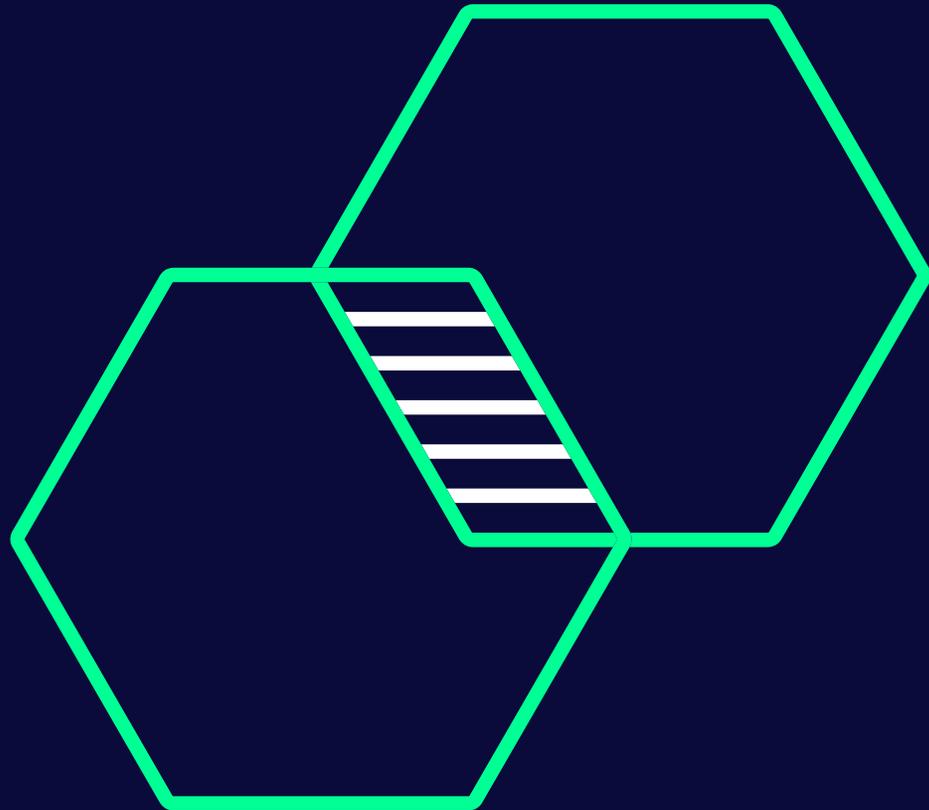
At OpenMarket, we call this an Empathetic Interaction – anticipating what a customer wants, then delivering it.



The Empathetic Interaction™ explained

The Empathetic Interaction is all about seizing the countless invisible opportunities to help your customers or employees by giving them information, engagements, experiences and alerts just when they'll value them most.

It's about using what you know about the individual and the situation they're in – then anticipating what will make them happy. When their needs and yours can be met in a single moment, Empathetic Interactions become truly valuable. All you need is an intelligent mobile messaging system linked to your operations tech stack (a good imagination comes in pretty handy too).



Two-way SMS in customer service

The problem was clear: customers were frustrated about the amount of time it took to solve technical problems with their smartphones and tablets.

The client came to OpenMarket and we helped them design an SMS workflow between their support organization and their customers using our Mobile Engagement Platform. Here's how it works:

- **The customer has a problem with their device and they call an automated customer support service.**
- **This service gathers a small amount of information and works out whether they need to speak to a real person or use the SMS diagnostics program.**
- **If it's the latter, the service sends an SMS message to the customer's phone.**
- **This message contains a link which the customer taps to run diagnostics.**
- **The program then walks the customer through solving the problem themselves – or refers them to a support technician.**



Quick and easy

Our client trialed the new diagnostics service in US and Canada – and it was immediately effective.

Two-way SMS provided a smooth and consistent customer experience on a channel which people felt confident and familiar in using: problems got resolved quicker and customer satisfaction rates rose.

It was also a win for our client's customer service teams. The majority of technical issues with mobile devices are common and simple to fix, so a diagnostics program that helps customers self-serve means huge savings in technical support costs. It also frees up customer service people to do more valuable work, solving more complex customer issues and doing a more interesting and rewarding job.

Start small, grow big

Our client started their SMS customer service journey with a single, unique customer support use case.

But they also had an eye on the future – it was essential for them to use a solution like our Mobile Engagement Platform so they could customize and expand SMS to other use cases across their organization.

And that's exactly what they did. After the success of the customer service program in the US and Canada, they quickly scaled the mobile diagnostics solution to 30 more countries. And they started using SMS workflows to deliver Empathetic Interactions in other areas of the business including operations and logistics, IT and security, and customer support.

By working out what their customers needed the most, our client was already showing empathy. The next step was finding a partner to help them do it – and that's what we love doing.

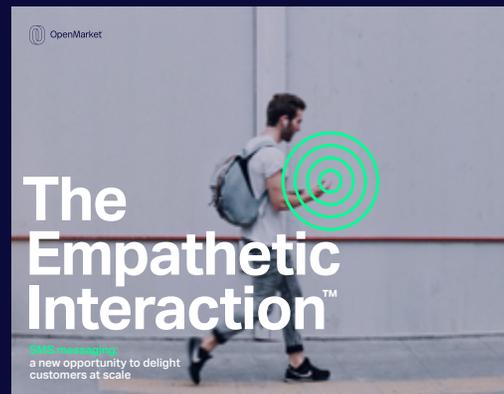
If you're ready to start delivering Empathetic Interactions to your customers, let's talk.



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 our Empathetic Interaction eBook.](#)