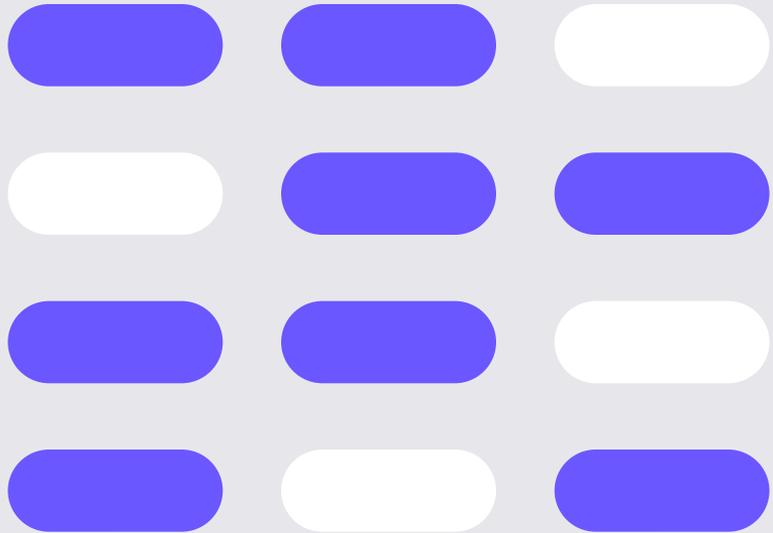


# Opening up

Why tech businesses are using SMS to manage customer requests



No business wants to ignore a customer's request. But when you make a customer jump through hoops to find your contact details, wait in a phone queue or send them long 'no-reply' emails, it's arguably worse than ignoring them.

Especially in an industry like tech where customer experience really matters.

If you don't meet customer expectations, your competitors will. And by being hard to reach, you'll be shutting out people who are well within their legal rights to demand immediate access to their personal data.

That's why forward-thinking tech businesses are using SMS to manage customer requests for things like specialist assistance, complaint handling and data access. Everyone has a mobile phone, and 90% of texts are read within three minutes. That's a golden opportunity to open a convenient, responsive, two-way channel for your customers.

It makes your business easier to get a hold of. And it also makes it quicker to respond to customers.

So, let's take a look at five of the most interesting uses for SMS as a way to handle requests – and see what your business can do with them.

## 1 Complaint handling

When a customer feels let down by a product or service, the time to reassure them is right then – in the heat of the moment.

But if you're going to handle their complaint, it's important you do it right. It's certainly not the time to place the customer in a phone queue. And you definitely don't want them hopping onto social media.

That's where SMS comes in. Instead of sitting in phone queues or typing out emails to a digital no man's land, SMS gives your customers a neat, non-confrontational way to send their complaint straight to your business.

For your part, you can make sure they also get immediate, personalized responses.

The result is that you handle complaints both quickly and discreetly, protecting your credibility. And by catching your customers in the heat of the moment, you maximize your chances of both repairing and strengthening your customer relationships.

## 2 Smart scheduling

People don't only walk into stores to shop. Sometimes they go in for help from specialized staff.

The thing is, your stores can afford to be a free-for-all – anyone can approach any staff at any time for any reason – during the quiet times. But during peak hours, it isn't always easy to tell which customers have urgent needs, and which customers can afford to wait.

An SMS channel can easily manage this helpdesk chaos. Customers with urgent needs or busy schedules can text a designated number, book a slot at a support station, then either turn up at a selected quiet time, or skip the queues when it's busy. You can make sure staff are ready for them before they've arrived. Those customers who can afford to wait, wait – in shorter queues.

Smart, simple scheduling can have a massive operational impact – and SMS is one of the neatest, most efficient ways to make it happen.

## 3 Event management

Convincing a prospect to sign up for an event isn't always easy. But getting a person to attend an event is even harder. That's why it helps to create a sense of exclusivity when organizing a customer event or webinar.

SMS can help you do this. For example, prompt people to sign up via text and you create an instant communications channel for personalized event messages. You can send them details on timings and locations, or more specific, bespoke messages about exclusive activities or first-come-first-served offers.

SMS is also a great solution for sending out event reminders. It avoids the problem of events going under the radar due to customers lumping reminder emails in with everyday promotions. And it's a much more reliable way of catching customers on lunch breaks or after-hours when they're less likely to be checking their inboxes.

And as a bonus, SMS captures prospects' phone numbers automatically as soon as their requests are made – with no need for verification.

And they don't have to fill out a form.

## 4 User guides

It's kind of amazing how much hardware still comes with thick, pulpy, multi-language, multi-product instruction manuals. Companies don't like paying for them, and customers don't like using them.

But with SMS, companies can tweak their product packaging to display a free-text number. A customer can then request the instructions by text and have them sent straight back in whatever language they choose, and get started straight away.

It's convenient for them, and cheaper for the companies serving them. One quick, big win for everyone. (Not to mention the environment.)

## 5 GDPR

Here's why SMS is going to be increasingly valuable to your business in the long run. GDPR means EU citizens are now entitled to full transparency when it comes to their data – and what you do with it. If any of your customers are EU citizens, that applies to your business too.

GDPR gives customers three basic rights: The Right To Access, The Right To Update, and The Right To Delete. It also requires you to disclose any important events like data breaches.

But with an SMS channel for customer support, none of this should concern you. By simply sending the keyword 'ACCESS,' 'UPDATE' OR 'DELETE' to a dedicated number, your customers would be able to get exactly what they want in minutes.

All you have to do is check each customer number against a database, see if it matches, then send each request on, starting each process according to your internal policies.

SMS makes these tricky requests easier for the customer, easier to automate and most important, easier to get right.

### It pays to open up to your customers

Your customers should never have to go the extra mile to get your attention. By adopting SMS for customer support and problem solving, you stand the best chance of nailing it. But we've only just scratched the surface of SMS for enterprise. [Browse our other use cases](#) for more ways to transform the customer experience using text.

## 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](http://www.openmarket.com) for more information.