



Tech Where text messaging beats email

Why you need to add text to
your communication strategy



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

The question we've got is: why?

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.

This means 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. You might want to...

- Respond to requests for information
- Update their password or account information
- Resolve a problem they're having
- Conduct a customer survey
- 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...

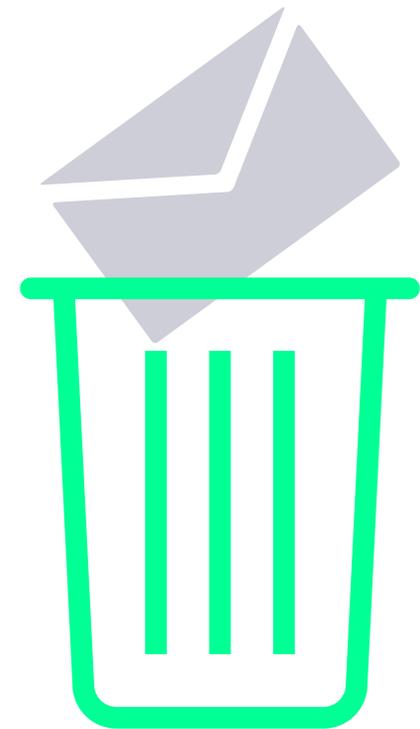
Way back in the day, email was a customer communications dream come true: lightning fast, reliable and incredibly cheap. It met all our communications needs and then some.

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 or delete it without a second thought. Even if they see it, they're likely to ignore it. The average open rate for emails from technology and electronics companies is a pitiful 20.87%.¹

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



¹ Smart Insights, Email marketing statistics 2017, 2017 <https://www.smartinsights.com/email-marketing/email-communications-strategy/statistics-sources-for-email-marketing/openmarket.com>

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%², 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.

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² <http://www.techipedia.com/2011/sms-marketing/>



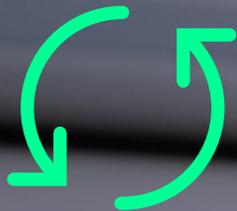
Here's what adding text as a channel for your customer communication looks like:

He's a big fan of your services but blissfully unaware that his subscription is about to expire.

Then he receives an automated text reminder from you.

A few swift clicks later, he's renewed his subscription.

You have his business for another year and he can enjoy your services uninterrupted.





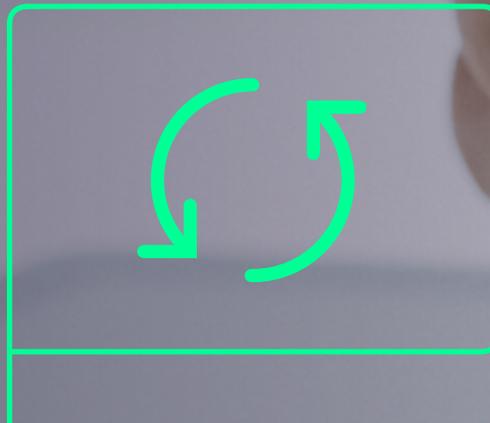
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You want to protect your customers and you know password won't cut it.

The problem is that most security procedures are complicated and bothersome. Your customers will simply ignore them.

Enter text.

A simple automated message will allow you to double the standard of security you offer through two-factor authentication.

There's no need for dongles or complex, frustrating security processes.

You just send your customers a code and they use it to log into their account.

It's as simple as that.





She's on a packed commuter train when her phone pings.

It's an automated reminder that your engineer is scheduled to fix her faulty device later today.

There's one problem – she's forgotten about the appointment and has back-to-back meetings all day.

No bother. With just one text she can reschedule the appointment for tomorrow.

Now she has one less thing to worry about.

Better for them, better for you.



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Using text instead of email for time-critical, short communications is better for your customers – and it's better for you too.

If you're a major technology provider with hundreds of thousands of customers, in-bound customer inquiry emails are a huge deal.

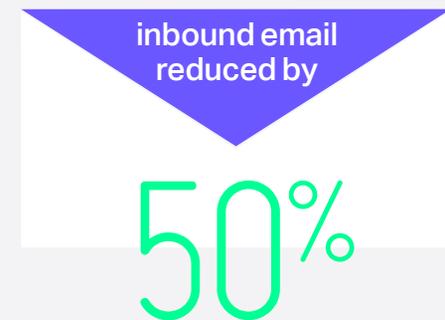
"Where's my order?"

"Can I change my delivery time?"

"My device isn't working; can I get a refund?"

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 recently.



The TV and internet provider realized it was spending huge amounts on a contact center that predominantly handled simple customer queries.

By introducing automated text, it saved an incredibly \$6 million a month on operating costs. What's more, it improved its customer service at the same time.

Win-win.

³ https://www.openmarket.com/wp-content/uploads/2017/08/OpenMarket_Club-Mahindra_case-study.pdf



Email is still great for *some* things

Don't get us wrong. We don't think text is best for *everything*.

There are times when email is still best. For example, if you're sending important documents a customer needs to have saved somewhere but doesn't need to read right now, email's the way to go.

Likewise, email is the best channel for sending out big content pieces like newsletters, brochures, product guarantees and so on.

Really, 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.

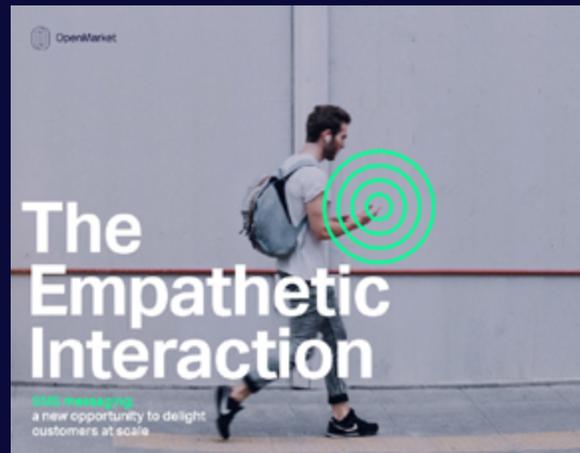
Let's talk



We're OpenMarket

We help the biggest brands in the world use mobile messaging to connect with their customers in the moments that count. 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.](#)