

Text messaging and customer service



Delivering good customer service leads to all sorts of goodness: repeat sales, loyal customers, and, best of all, free word-of-mouth advertising.

Why undermine the hard work you do to retain customers by making them call a contact center when they need help? Your customers are busy people who hate wading through automated voice systems, waiting on hold, and having to repeat their story to multiple agents.

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.