

Critical Alerts



Did you know that 90% of all text messages are read within a mere three minutes of delivery? SMS Marketing Services powerful software helps you tap into this power to alert people during a critical event. On top of that, SMS Marketing Services goes beyond simple mass texting by giving you the advanced tools you need like targeting and automation, so you can reliably follow up with the people you alert and make sure everyone is safe, in real time.

USE CASES

01

Alert People in Danger

Send alerts and know that those in danger see them.

- With texting's 98% read rate, nothing beats it for disaster alerts.
- Ensure 100% reach by sending the message via text, email, voice broadcast, and even a social media post.
- With SMS Marketing Services Smart Targeting, send alerts to the right person at the right time, so you only notify those affected without needlessly worrying those who are safe.

02

Send Alerts Safely

Text messaging offers the safest and most reliable way to send alerts.

- In critical situations, you won't always have immediate access to your computer. With SMS Marketing Services, you can send a text alert from your mobile phone to everyone on your distribution list.
- If someone is hiding from danger, texting offers a discreet way to contact you as opposed to a noisy phone call.
- In a case of emergency, people may not know what number to text, but with Landline Texting, you can text-enable your main number so they can call or text the same number.

USE CASES

03

Confirm Safety

With SMS Marketing Services, you can ask everyone in danger whether they are safe or not at the same time, and then get real time responses.

- Our unique Yes/No feature lets you get a quick headcount of who needs help.
- Get more responses – people respond to text messages at a rate 750% higher and 60x quicker than email.
- Simultaneously help those in danger with automated protocols to minimize your manual tasks when your attention needs to be devoted elsewhere.

LIFECYCLE ENGAGEMENT

SMS Marketing Services allows you to communicate with customers throughout every stage of the customer experience. For example:



1

In a crisis, a resort company would first send out an alert about the situation to its current guests and staff, asking if they're on the premises.



2

For those who reply "No", they would automatically be sent a notice telling them to stay away, and subsequent alerts as the situation unfolds.



3

If someone replies "Yes", they would instantly be asked which room they're in and if they're in need of assistance evacuating.



4

As people reply with their location, that information would become viewable in our system, giving evacuation personnel a rough idea of where and how many are in need of assistance.

UNMATCHED CUSTOMER SERVICE

We offer onboarding and training to make sure you can get the most out of our messaging solution. In addition, our account management team will help you implement automation and lifecycle engagement into your communication strategy. Our amazing support team is ready to help 365 days a year, with a 1 hour average support response time during business hours.



365-day
Technical Support



1 Hour
Initial Response Time



9.5/10
Customer Service Rating

