

DEPARTMENT BRIEF


Customer Service



Text messages have revolutionized how we communicate, quickly becoming our go-to channel for daily use. SMS Marketing Services powerful targeting and automation tools go further than common mass texting solutions, helping you gather more and timely feedback automatically, send relevant customer service alerts, and automate chores to increase staff productivity.

USE CASES

01




Give Customers a Choice in How they Reach You

64% of consumers say they prefer texting over voice calls for customer service because 81% find it frustrating to be tied up on the phone.

- Text-enable your business's existing number, so you offer the convenience of either calling or texting the same number.
- SMS Marketing Services helps you cater to customer channel by offering text message, email, social media, and voice messaging.

02



Streamline Tasks with Automation

SMS Marketing Services industry-leading SMS Automation carries out tasks for you, allowing you to accomplish more and keep customers happier without the costs of more hires.

- **Intelligent TextBot:** Create an automated text messaging attendant that can answer common questions by branching customers down messaging paths based on how they respond to prompts. (See example in next page)
- **Auto Campaigns:** Set a condition, and when it's met, our software automatically carries out predetermined tasks.

03



Gather More Feedback

How did the most successful business get to where they are today? They listened to their customers.

- Text surveys get faster and more responses over email or postal surveys.
- Make the surveys interactive, so they branch dynamically according to your customer's responses, allowing you to ask deeper and more relevant questions.

USE CASES

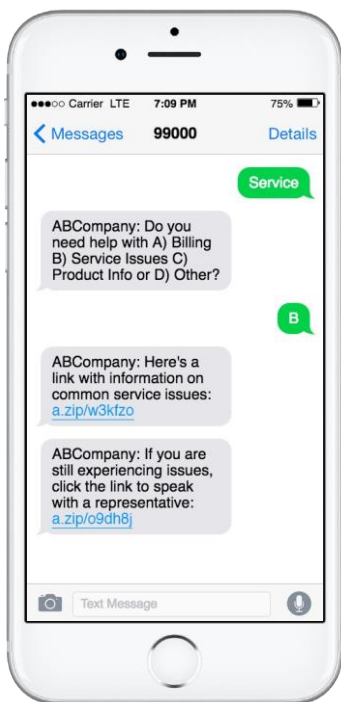
04

Send Relevant Alerts

SMS Marketing Services allows you to send customers targeted messages based on their interests and behavior within our system.

- Send individualized shipment and delivery notifications.
- Automatically send case updates, reminders for webinar trainings, and important service milestones.
- Since our Smart Targeting promotes only relevant messages, it greatly boosts customer satisfaction and minimizes opt-outs.

Intelligent Text Bot



- 1 Advertise on collateral and your social media a mobile keyword like "Service" that customers can text to get help.
- 2 When a customer texts it, our system can automatically text back "Do you need help with 1) Billing 2) Service issues, 3) Product information, or 4) other."
- 3 If the customer texts back 2), they could automatically be sent a mobile link for how to solve common service issues like resetting an account.
- 4 If they have further questions, they can simply reply back and be directed to text a customer service representative through Landline Texting.

INTEGRATION

SMS Marketing Services' texting solution goes beyond simple mass blasting services. It can automate every point of interaction you have with the employee, from signup and shift reminders, to filling scheduling holes and sending feedback surveys to improve your process. For example:



1

Text-enable your business's landline phone number, so customers can call or text the same number for service.



2

Quickly handle multiple customer questions and complaints.



3

Automatically send individualized shipment and delivery notifications.



4

Gather feedback using **automated SMS surveys** to improve your service. Because they're sent via texting, you'll get more responses and quicker too.



5

Make your text surveys **interactive**, so they branch **dynamically** according to your customer's responses, allowing you to ask deeper and more relevant questions.



6

Place a **mobile keyword** on your recall notices, service update reminders, and other notifications, so customers can text in to **learn more** or schedule appointments.



7

Automatically filter customers based on interests, purchase history, or behavior, so you send only relevant alerts.

INTEGRATION



Integrate our messaging features into your existing applications:



SMS Marketing Services automatically works with many of the applications you already use on a daily basis without needing you to write a single line of code. For example:

- Add new SugarCRM leads as contacts.
- Get a text alerts for new Zendesk tickets.

ENTERPRISE

Integrate our messaging features into your existing applications:



Access Control

SMS Marketing Services access control and data segregation allow management to have centralized control and regulate which employees have access to certain features or databases.



Custom Templates

With custom templates, you can maintain consistency throughout all your messaging.



Powerful Reporting

Powerful Reporting allows you to track and analyze your messaging campaigns.

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

