

INDUSTRY BRIEF

Food and Beverages



You tried email and flyers but they don't work, and radio ads and mobile apps are too expensive. That's where text messaging comes in, giving you a direct and cost-effective way to reach your customers while they're on-the-go. SMS Marketing Services' industry-leading and powerful SMS automation platform will help keep your restaurant generating profit year round.

USE CASES

01



Send Promotions

98% of text messages are read, making it the most effective way to reach your patrons.

- **SMS and MMS Messaging:** Send text promotions and reservation reminders, as well as MMS picture messages of your menu.
- **Mobile Coupons:** Send mobile coupons to attract the 77% that are more likely to go to a restaurant during off-peak times if they received a discount.
- **Omni-Channel Broadcasting:** Announce upcoming specials through texting, picture messaging, email, and social media.
- **Smart Targeting:** Sort customers based on their coupon redemption behavior history so you can target more relevant offers in the future. For example, create a list of everyone who used your “Steak” coupon and then send them relevant specials.
- **Auto-Campaign:** Send your customers a coupon link. Then, if the customer has not redeemed it, our automation can send them a reminder a few days before the coupon expires.

USE CASES

02

Improve Customer Satisfaction



Repeat business is vital to your success. SMS helps keep customers happy with:

- **Landline Texting:** Enable patrons to either call or text your existing business number to request reservations or place an order, rather than be stuck on a call or on hold. This also lets you text patrons without having to use your personal number.
- **Interactive Text Response:** Automatically answer questions about location hours, give directions, and parking instructions.
- **Automated Reminders:** Reduce no-shows with automated reservation reminders.
- **SMS Surveys:** Gather feedback to improve the dining experience with powerful surveys that have 5x the response rate of email surveys.

03

Better Manage Employees



Whether you have multiple employees or multiple locations, it is important to keep things consistent and secure.

- **Shift Scheduling:** Send employees their shifts, and quickly cover missed shifts as texting is 60x faster than email.
- **Access Control:** Limit which features each member of your team is allowed to access based on what's relevant to their job.
- **Custom Messaging Templates:** Maintain a consistent brand image across all your messages by creating custom templates for all of your stores.

LIFECYCLE ENGAGEMENT

SMS Marketing Services' texting solution goes beyond servicing as a mass blasting service. It can automate your communications with customers and employees throughout their lifecycle with your establishments. Here's an example:



1

Create a **mobile keyword** and advertise it in all of your existing advertising media to secure sign-ups for mobile coupons, loyalty programs, and promotional offers.



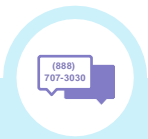
2

Automatically **collect information** about your customers such as birthdays, dietary preferences, and even their favorite location.



3

Fill tables and increase revenue with **targeted offers** based on customer data, preferences, or behavioral history.



4

Take reservations or orders via text using your business's **existing phone number**.



5

Send **shift reminders** and quickly find replacements for missing employees.



6

Use **SMS surveys** to gather feedback and improve the customer experience.

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

