

INDUSTRY BRIEF

Franchises



Everyone texts. Your grandma texts, your children text, and your employees text. Now, franchises are tapping into this power for more effective employee communications. SMS Marketing Services' automation tools go beyond simple mass texting by targeting employees and automating manual chores for your team so your franchises run smoothly.

USE CASES

01

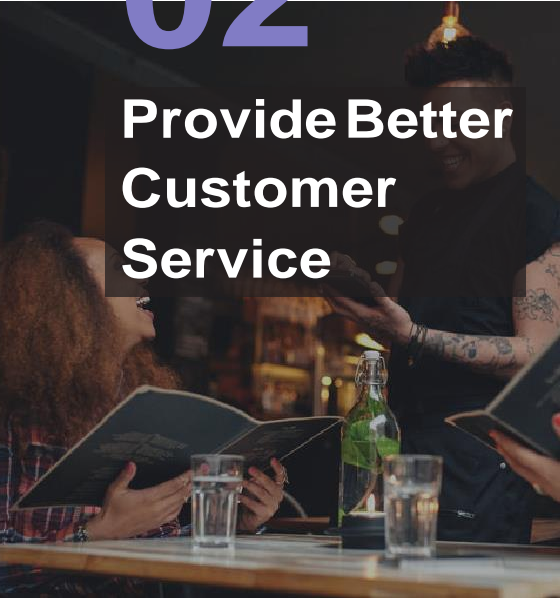


Increase Traffic To Your Franchises

Automatically drive more customers to your franchises by sending them personalized offers based on their location and preference.

- Send mobile coupons to drive customers to their closest franchise.
- SMS Marketing Services offers the combined power of SMS, MMS, email, social media, and voice, enabling you to reach your customers no matter their channel preference.
- Use Smart Targeting to promote relevant sales and special offers.

02



Provide Better Customer Service

With SMS, you can offer better customer support with landline texting which enables each franchise location to send and receive text messages using the phone number their branch already operates and advertises.

- Allow customers to text instead of call to ask simple questions like store hours, address, and wait time.
- Our powerful automation allows you to carry out common tasks such as sending out sale reminders or informing customers when their coupons are going to expire automatically.
- Automatically follow up with customers by sending them an SMS survey to see how your service is doing.

USE CASES

03

Communicate with Employees

Texting is perfect for sending company-wide announcements about new training or safety protocols, and details about company-wide sales events.

- Send shift schedules and never worry that employees won't see them.
- Send reminders for enrollment deadlines or alerts for changes to benefits, and automatically track who still needs to fill out a form.
- Based on employee behavior, send and resend links for more information about corporate benefits or schedules.

LIFECYCLE ENGAGEMENT

SMS Marketing Services' texting solution goes beyond simple mass blasting services. It can automate your communications with employees and ultimately help your business run more smoothly. Here's how:



1

Create a **mobile keyword** to advertise in print and online to secure sign-ups for mobile coupons and promotional offers.



2

Automatically **collect demographic information** about your contacts such as birthdays, anniversaries, and favorite location.



3

Send **targeted offers** to customers based on demographic data, preferences, or behavioral history.



4

Schedule **automated reminders** to be sent to customers prior to order pickup.



5

Answer questions from customers by engaging in **two-way landline texting** for customer service.



6

Solicit feedback quickly and easily from customers using **SMS surveys**.



7

Send **follow-up texts** to incentivize repeat purchase.



8

Automatically answer frequently asked or customer service questions with our **intelligent Text Bot**.

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

