

Utilities



Over two-thirds of customers prefer texting over phone calls for customer service, making it vital for utility companies to integrate texting into their existing communication systems. That's why more utilities and services companies are implementing texting as a vital part of their customer communication strategy. SMS Marketing Services automation tools go beyond simple mass texting by helping target customers to drive revenue, provide better service, and automate time consuming tasks when communicating with your internal team.

USE CASES

01

Provide
Better
Service

Texting lets customers ask questions, report problems, and get more information without being put on hold or having emails lost in an inundated inbox.

- 60% of consumers would rather text over call for customer service.
- Keep customers updated with the latest status for when your field crew will arrive.
- During an outage, your team can be scrambling to manage the problem with hardly a minute to spare. With SMS Marketing Services, you can automate communications with customers to keep them updated.

FOR EXAMPLE

1

When someone signs up for service, you could ask them if they want to receive alerts about outages.

2

Even if they do not initially opt-in, you can also set up a keyword like "Outages" and display it on your website so customers can text to receive outage updates.

3

When a customer texts it, they would be asked which zip code they are in.

4

Based on their response, they would be sent the appropriate web link.

USE CASES

02

Automate Time-Consuming Tasks



Texting isn't just for customers. Use the same platform to boost the efficiency of your staff communication.

- Find shift coverage 60x quicker than email by using two-way texting.
- Communicate corporate benefit information to your entire staff, even those who are always in the field.
- Recruit new employees by promoting mobile keywords and filtering candidates for jobs that best match their qualifications.

03

Upsell Customers



Texting has an unmatched read rate of 98%, making it the most effective way to promote sales or special rates.

- Target customers based on services they've shown interest in.
- Send promotions via SMS, MMS, email, voice, and social media from our integrated platform, so you can reach customers on their preferred channel.
- Score customers based on behavior they take in our system like replying to a promotional message or clicking a link to target more relevant offers.

For example:

- » If a cable TV customer scores highly for interest in "Internet", automatically send them bundling discount promotions.

LIFECYCLE ENGAGEMENT

SMS Marketing Services texting solution goes beyond simple mass blasting services. It can automate engagement with customers and help you meet their needs in order to make them advocates for your business. Here's how:



1

Integrate with your contact database.



2

If contacts or information is missing, easily collect using **mobile keywords** and online sign-up tools.



3

Our unique **Smart Targeting** automatically filters distribution lists based on the collected data, allowing you to only send relevant targeted messages.



4

Send and receive text messages using your **existing landline number**, so your customers can call or text the same number.



5

Automatically send payment and past due reminders to **increase collections**.



6

Automatically send **appointment reminders** via text.



7

Send **mass notifications** to alert customers about service interruptions.



8

Automatically answer common customer questions with our interactive **Text Bot**.



9

Collect customer feedback using **SMS surveys**.

Get satisfied customers to refer their friends to your service.

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

