

INDUSTRY BRIEF

# Retail



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 retail stores promote targeted sales, send relevant customer service alerts, and manage staff across all locations.

**USE CASES**

**01**

**Get Customers In For Sales**

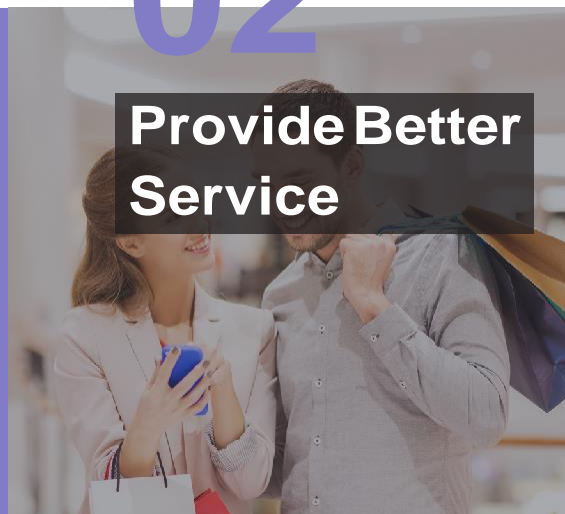


Texting has an unmatched read rate of 98%, making it the most effective way to promote upcoming sales and increase in-store traffic.

- Build your subscriber database with mobile keywords that customers can text to receive deal alerts and coupons.
- Make new product announcements to all of your customers or just the ones who expressed interest in the product.
- Periodically send more information about big ticket items to better educate the customer and bring them in.

**02**

**Provide Better Service**



Text-enable your business's existing phone number, so your customers never have to wait on hold or play phone tag for customer service.

- Send delivery notifications to your customers via text, email, or voice broadcast from our integrated platform.
- Use our Text Bot to automatically answer common questions and direct customers to the right information.
- Gauge customer satisfaction with an SMS survey for higher participation.

**USE CASES**

**03**

**Manage Employees Across All Locations**

Texting isn't just for customers; your employees text too! Use SMS Marketing Services to powerfully manage your staff.

- With texts getting responded to 60x quicker than emails, you'll be able to find shift coverage or new hires quickly.
- Send critical alerts, company announcements, or specific benefits reminders to employees.
- With SMS Marketing Services enterprise-grade Access Control, you can keep data for different locations separate, so they only have permission to message customers in their area.

## 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

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



2

**Automatically collect information** about your customers such as birthdays, the products they're interested in, and favorite location.



3

**Send targeted offers** to loyalty club members based on customer data, preferences, or behavioral history.



4

Schedule **automated reminders** prior to special events or new product releases.



5

Send and receive text messages using your **existing landline phone number**, so you can answer questions via text without exposing your personal mobile number.



6

Solicit feedback from customers using **SMS surveys**.



7

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



8

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



9

**Build loyalty**, so your customers become your brand ambassadors.

## 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

