



# The Benefits of Business Texting

Adding one additional line of communication with customers can reap several benefits

Although nothing is likely to replace the power of a phone call any time soon, texting has established itself as the preferred method of communication for a large segment of the population. It makes sense: Texting is fast, simple and convenient.

Texting offers a powerful touchpoint for businesses to start a conversation with customers—and one that studies have shown can lead to a 265% increase in engagement, according to a study commissioned by GeoMoment Digital. Consumers have made their preference for texting businesses clear, too: 85% of people said they prefer to text with a live customer support agent instead of calling or emailing, according to an AT&T report, and 75% of people said they would find texting as a better alternative to waiting on hold.

## Texting drives engagement

Customers crave experiences that are fast, efficient and easy. Texting is a near-effortless way for consumers to connect with your business—no matter where they are, what time it is, or what they're doing. Consider a study by FranchiseHelp: The company compared response rates for text and phone when asking customers to verify their information. The company found that texting had a 209% higher response rate than phone calls. Use texting to get your foot in the door with customers and drive conversions down the line.

## Get the attention of millennials

Text messaging brings in big wins for businesses targeting the millennial demographic—which Accenture predicts will reach \$1.4 trillion in buying power in 2020. According to a Harris Poll, 77% of millennials say they're more likely to have a positive opinion of a company that simply offers SMS capabilities.

## Enhance the customer experience

Text messaging has proven to be the single most effective channel for driving customer engagement. AT&T reports that a full 97% of companies that connect with customers via a text-enabled business line said that communications were more efficient. And numerous surveys and studies have shown that with texting, customer response rates were higher and sales conversions increased. Exceptional customer experience is vital, considering that today's consumers aren't afraid to move on from a company that isn't delivering a great experience.

## Build brand reputation

Companies that offer texting services to consumers are viewed more positively than those that don't. According to One Reach, 62% of surveyed consumers said they would prefer to communicate with businesses via text.

## Increase call center efficiency

When a call center is set up to interact with consumers via text message, it becomes faster, more cost-effective, and generates more revenue. According to a case study by Salesforce, when the National Cash Register Corporation (NCR) instituted texting into its call center, it saw major boosts in productivity and resolution rates, while lowering operation costs. Overall, NCR improved first call resolution by 12%, reduced call times by two minutes, and improved agent efficiency with 218% volume growth with zero added staff.

## Support multimedia communication

Pretty much anything you can do on your phone can now be done via text messaging. Sending photos, sharing videos, swapping media — it's all doable with an SMS message. While these abilities are still being refined, sending and receiving multimedia messages to and from customers can increase the accuracy and efficiency of your customer support staff.

## Text enable your Toll-Free Number

Texting helps your business grow sales, lower costs and reach elusive consumers — and Toll-Free Numbers are by far the best numbers to support person-to-person text messaging.

Compared to local numbers, Toll-Free Numbers represent a trusted and recognizable symbol for your brand; one that not only conveys reliability and accessibility, but also inspires trust and confidence that professional support teams are standing by to offer immediate assistance. Toll-Free Numbers are also business numbers, designed to handle the texting volume of a national brand, unlike a local office or a single sales representative.

Compared to short codes, Toll-Free Numbers are far more cost-effective. And since they are capable of massive volumes of person-to-person communication, Toll-Free Numbers also offer greater versatility when it comes to customer connection compared with short codes, which can only handle a limited volume of application-to-person communication.