

Text Messaging

Text Messaging (SMS)

An intuitive solution to a burning business problem: how to rapidly and reliably communicate to customers or employees, wherever they are.

What's it all about?

In the fast-paced world in which we live, being able to contact customers or staff members, wherever they are, has become crucial. Who hasn't received a text message with it soon becoming a burning issue to find out who sent it?

Imagine your customer opening up their text message to find that their order with you has arrived. It could be the difference between them going home to an answer machine message giving them the same information, but feeling frustrated at the thought of having to go back into town, or dropping by your store before leaving to go home.

Not everyone is available when a phone call is made, and not all voice messages are recorded accurately (poor signal/ connection etc), additionally, not all verbal messages get relayed, so having the ability to text the details ensures the information is relayed promptly and accurately.

What it means for the retailer

Being able to text information to a customer provides a unique form of communication that can be simple and unobtrusive. Sending a text message is more cost-effective than a phone call, and gives the customer the information they need succinctly.

- Rapid and reliable communication with customers & staff.
- A pre-cursor to phone calls that can become regular, costly and time consuming.
- Information is relayed succinctly, reliably and accurately.
- A win-win situation when retailers and customers save time on information being relayed and received promptly.
- System can be configured to release, via text, trading details & figures to store owners mobile when away from the premises.

Cost of Ownership

- Pay-as-you-go services start at £20 for 200 texts and are valid for 12 months.
- Monthly plans start @ £20 for 200 texts and 8.5p for each additional text with a minimum 3 month contract (12 month contract for higher volume plans).