



# SMS AS A

# SOLUTION

**6 COMMUNICATION CHALLENGES  
SMART MANAGERS SOLVED WITH SMS**

Mastering lead  
generation  
and customer  
experience.

**Anywhere - Anytime.**



# OVERVIEW

**In this guide you will discover innovative strategies that can be used to solve common communication challenges; usually encountered in business. This page provides a quick overview of these challenges, along with brief insights into how top Jamaican companies benefited from integrating SMS communication within their operations.**

## 1. Generating hot leads from marketing campaigns

Our SMS Connec platform proved extremely effective for **NCB** in generating more leads from marketing campaigns.

## 2. Effectively measure customer satisfaction

The **JN** quality assurance team was able to measure the customer service levels at the H.W.T. branch and was effective in identifying gaps that needed to be closed within their process.

## 3. Protecting customers against fraudulent account activities

**NCB** and its customers have been able to detect fraud at a much faster rate, resulting in less customer disputes and reduced loss from revenue due to fraud.

## 4. Executing hassle free enter-to-win campaigns

The **HiPro** Rewards campaigns were so successful that this became a standard part of their yearly marketing calendar, running twice per year.

## 5. Reducing missed appointments or late payments

**Island Smiles Orthodontics** was able to significantly reduce missed appointments without calling each patient to remind them.

By implementing an SMS notification system, the team was also able to boost productivity, while saving on call costs, since they called way less patients to confirm appointment attendance.

## 6. Reaching a large # of customers with timely communication

Our SMS system enabled the **Companies Office Of Jamaica** to connect easier with customers, sell more services and keep customers informed.

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# INTRODUCTION

The strategies outlined in this document are geared towards helping business managers optimize the way they **connect with consumers** to improve marketing ROI and boost customer experience.

Worldwide trends are revealing that brands are no longer determining the pace for their consumers. In fact, it's actually the opposite. With a little trend watching, you will notice that consumers now have the upper hand over the brands. Never before have consumers been more informed and in control of the buying process when engaging their favourite brands.

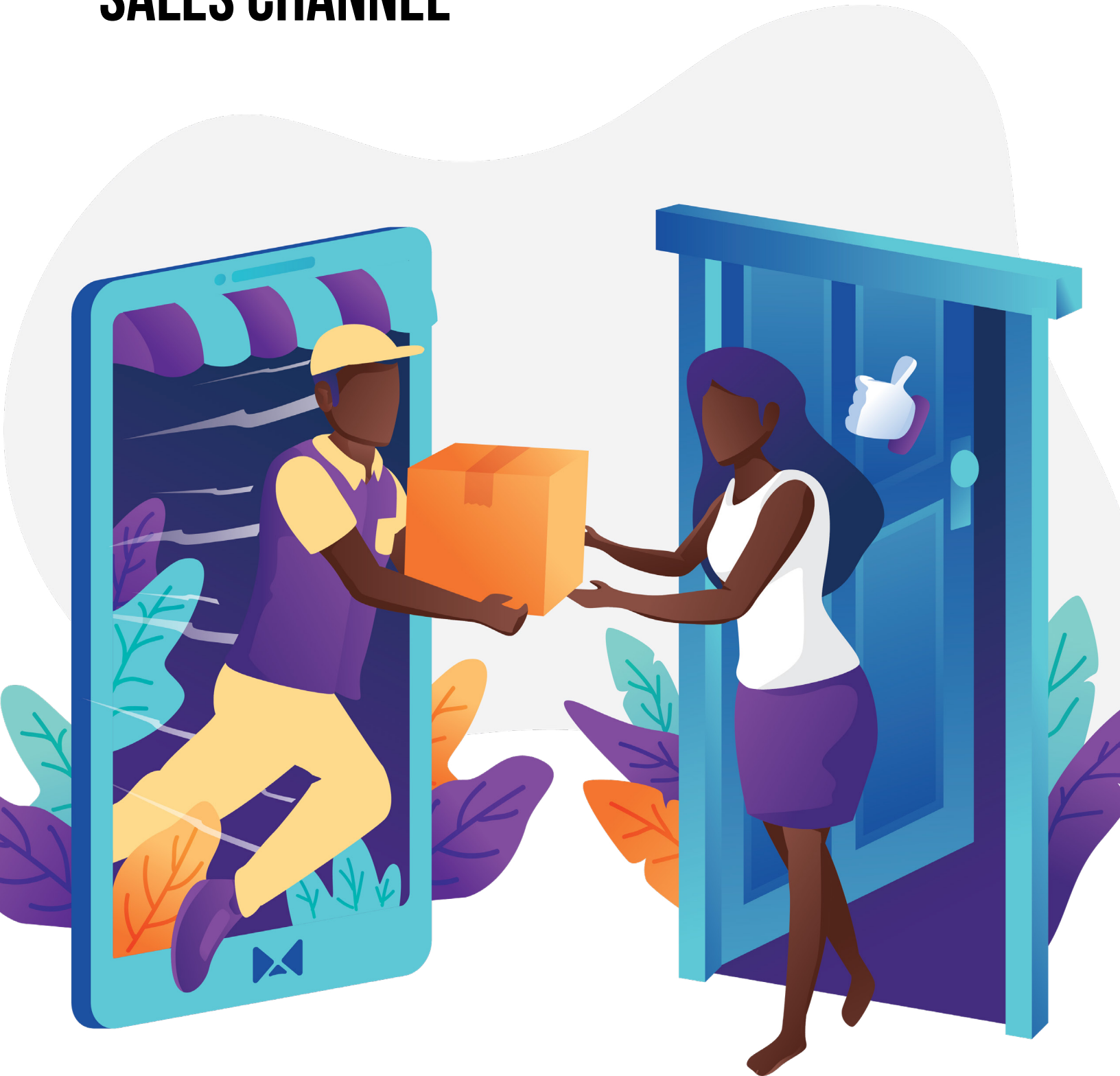
With easy ways to find, compare & acquire products, consumers are making decisions long before making an actual purchase. Technology continues to change the rules of engagement, consumers are more demanding than ever and getting them to notice your brand amidst all the noise in the market is an even greater challenge.

In this guide we will share very specific ways how you can engage customers through the mobile channel to optimize the way you already do business. We will be sharing practical ways how you can integrate mobile communication strategies in your business model to deliver more results, while saving time and money.

If you would like more information regarding any area of this document, we will be happy to schedule a free consultation.



# THE MOBILE SALES CHANNEL



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The mobile phone has become a very integral part of our very existence. This communication tool has been so ingrained in our everyday life that it is the first thing we check in the mornings and the last thing at night. If we leave the house without it we have to turn back; and if the battery dies while we are out, it's automatically time to go home. Because it is always on our person, the mobile phone has become the most effective way to reach anyone around the world and should also be the main way brands connect with their consumers too.

Mobile is more than a sales channel; properly employed, it can improve customer relations and reduce costs throughout all channels. Mobile is present when consumers are discovering, exploring and buying. They are also using their mobile phones post-purchase when they are using, asking and telling friends about your product.

Based on recent statistics revealed in the **Global Digital Yearbook**, the average country has approximately 100% of the population subscribed to mobile phone services and at least 50% with Internet subscribers. However, it is important to note that the average English speaking Caribbean country has over 100% mobile penetration.

What does this mean for businesses? It means that businesses can access 100% of their target market via mobile phones and 50% by internet. Certainly this must be considered when brainstorming effective ways to penetrate existing markets, expand into new territories or boost customer experience.

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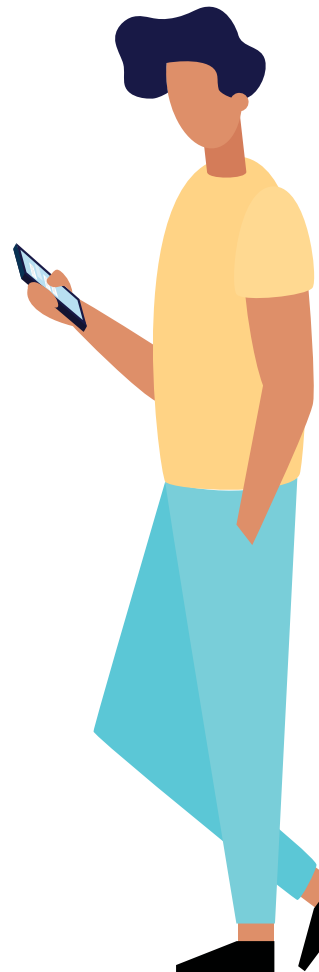
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# WHY SMS?

Standard cell phone operation requires the use of a GSM sim card to connect to the mobile operator network which means that the basic function of calling and texting is a standard feature of every mobile device. Due to this simple fact, businesses of all sizes are discovering that they can effectively integrate **SMS communication** into larger marketing and customer service strategies to boost engagement. With the help of SMS marketing automation, brands can create, schedule, and automate smart targeted campaigns that deliver high ROI.

**Research** by Convio Edge suggests that SMS should be an essential part of every organization's multi-channel marketing strategy, especially when their marketing approach is built on generating direct customer responses. Implementing effective SMS messaging between brands and mobile device users is a great way to engage customers throughout the buying process. SMS marketing is also perfect for lead generation as it can be easily integrated within any advertising format, regardless of placement. Here are some mind-blowing SMS marketing statistics that makes this channel extremely viable for companies :

- While not everyone has a smartphone with internet access, 5 billion people in the world can send and receive SMS messages. **(2.9 million in Jamaica)**
- 75% of consumers are OK with receiving SMS messages from brands (after they've opted in).
- SMS messages have a whopping 98% open rate.
- Text messages have a 209% higher response rate than phone, email, or Facebook.
- No spam filters, so marketers don't have to worry about their promotional text messages ending up in the spam folder.
- 90% of SMS messages are read within 3 minutes.
- Consumers redeem SMS-delivered coupons 10 times more than other types of coupons.



# HOW SMART MANAGERS USED SMS TO SOLVE 6 BUSINESS CHALLENGES



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# CHALLENGE #1

## Generating hot leads from marketing campaigns

Have you ever executed a marketing campaign with call to actions for persons to call your phone, visit your locations or take a particular action and just not get the numbers you were hoping for?

Using an **SMS keyword** or short code can significantly increase the number of opt-ins you receive when running marketing campaigns. Just think about it. When a prospect interacts with your ad on a TV, radio, newspaper, billboard or display screen, they are asked to call a phone number or visit a business address to get more information. However at the time customer interacts with your ad you maybe closed for business or too far to visit. How do you create a call to action that transcends time and space?

SMS opt-in campaigns have very high conversion rates. Mobile users respond to call-to-actions in text messages more than any other marketing channel. Time Warner has used SMS to boost late bill collections by 49 percent and Kiehl's saw over 73 percent of their opted-in customers make a purchase as a result of receiving SMS product alerts.

### BUSINESS CASE

National Commercial Bank

#### The Need

The NCB needed an innovative way of improving the number of interests generated from their marketing campaigns. They required an efficient communication channel that enabled them to generate maximum responses from persons who interacted with the ads, regardless of where ads were placed.

#### The Solution

The solution proposed by Mobile EDGE was to use the SMS Connec inbox feature to receive SMS opt-ins from ads placed on TV, radio, newspaper, digital signage and billboards. These ads would typically end with a clear instructions on how to get more information. For example, "to get more information text INFO to 876-123-4567". After messages were received in the SMS system, leads would be forwarded to the sales agents.

#### The Result

This has proved extremely effective for NCB in generating more leads from marketing campaigns. So much so that, this became a core part of their marketing strategies. You will notice that most if not all NCB ads are using SMS call to actions as the main way to generate leads.



# CHALLENGE #2

## Effectively measure customer satisfaction

Understanding customer satisfaction levels has always been a challenge for quality assurance managers. Traditionally, customers are asked to complete an evaluation form which should be dropped in a box to anonymously provide feedback about a product or service. This normally comes with two challenges. First of which is, low entry counts as customers are busy and often times not interested in spending more time than necessary to do their business. Second is, dealing with dishonest managers who comb through the drop box to remove negative feedback.

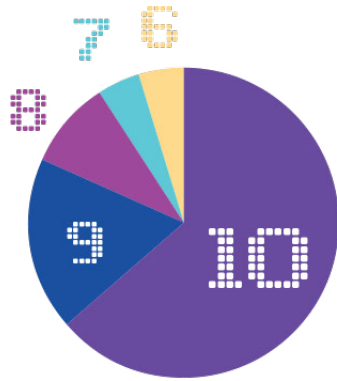
Customer feedback is valuable information for businesses. This data helps the company improve its products. Customer feedback also helps the company learn more about market trends and gain a better understanding of what customers like and don't like. So how can you optimize this process to get better results?

According to [business.com](https://www.business.com) 31 percent of consumers will respond to a mobile survey

or **SMS poll**. Brands can initiate surveys via SMS and receive results in a relatively short amount of time. The average response time is less than six minutes.



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## BUSINESS CASE

Jamaica National Bank

### The Need

The Jamaica National Bank is one of Jamaica’s leading banks that required a system which enabled the quality assurance team to effectively measure their service standards and identify faults within their service delivery.

### The Solution

By integrating our **SMS system** into their operations, we were able to design an effective feedback system, that collected customers ratings on the service they received at the Half Way Tree branch on any given day. After interacting with a rep at the branch, customers were asked to text in a service rating of 1-10 indicating what they thought of the service they received on that day. The SMS system generated real time pie chart reports showing a summary of results. The system also showed entries received, which enabled customer service agents to reach out to specific persons who rated them below an acceptable level.

### The Result

The management team was able to measure the customer service levels at the branch; and was effective in identifying gaps that needed to be closed within their process. The JN team went into the engagement expecting only 10% of their customer s to respond to the survey; however, they were astonished by a 40% response rate.

# CHALLENGE #3

## Protecting customers against fraudulent account activities

When looking for ways to enhance your customer experience, one low hanging fruit you can affordably pick is to implement a customer **notification system** that keeps customers up-to-date on account activities. This is especially useful for essential and financial services.

Customers feel a strong sense of comfort and security when they are made to feel as if companies have their best interest at heart. They like to be kept abreast of important information regarding their accounts without even making any effort to seek out the information. In this competitive economy, customers want their needs to be preempted by the companies that serve them. This plays an important role in building long term relationships and engendering customer loyalty.



### BUSINESS CASE

National Commercial Bank

#### The Need

With rising credit card adaption also comes increased credit card fraud. This became a problem for NCB and began to impact revenues. As such they required a proactive notification system that alerted customers whenever their credit cards were used in online or offline transactions.

#### The Solution

We employed the use of our **SMS Connec Api** to connect to the banks' credit card management system to send out credit card alerts when transactions were generated. We configured the system using our critical messaging route to deliver messages within 10 seconds of the transaction. Timely and consistent delivery of messages was an extremely important requirement, as early fraud detection was the number one priority.

#### The Result

NCB and its customers have been able to detect fraud at a much faster rate, resulting in less customer disputes and reduced loss from revenue due to fraud. This solution has since been also adapted for credit card pinning at kiosk machines and online banking activities.

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# CHALLENGE #4

## Executing hassle free enter-to-win campaigns

Have you ever had to manage a national enter-to-win campaign that required customers to submit an entry after making a purchase? These campaigns are usually executed in very segmented ways due to the need to submit physical entries at approved locations.

**SMS Enter-To-Win campaigns** enable you to run hassle-free centralized campaigns that allow you to receive island-wide entries without using physical drop off locations. Customers can enter easily on their own time which generally results in SMS enter-to-win campaigns getting significantly more entries than traditional ones. Entries can also be counted in real time so managers have better insights to adjust marketing budgets to get better results. Executing grand draws is also less hectic since you won't have to be concerned with logistics required to pool together all entries from the various locations.



### BUSINESS CASE

Hi-Pro Feeds

#### The Need

Hi-Pro Feeds is a leading brand of animal feeds. They wanted to execute a national rewards campaign to give away a brand new pickup van to one lucky farmer who purchased a bag of Hi-Pro feed. Hi-Pro was looking for a hassle free way to run their promotions that enabled them to focus on simply promoting.

#### The Solution

The Mobile EDGE team helped the marketing team to design an SMS Enter-to-win campaign that gave them national reach and easy ways for customers to submit their entries. A coupon code with the instructions "text the code **XNMCJ284** to **876-123-4567** to enter the competition" was placed inside every Hi-Pro feed. When customers opened the bag they could take out the coupons and submit their entries.

#### The Result

The campaign was such a success that this became a standard part of their yearly marketing calendar, running twice per year. They are still running these types of campaigns to date. These campaigns helped them to increase their customer database by over 300% in just 2 years.

# CHALLENGE #5

## Reducing missed appointments or late payments

Have you ever had the tedious task of having to call a long list of persons just to notify or remind them about a business commitment? At some point you must have thought, there must be an easier way to do this.

**SMS Appointment reminders** are generally well received and tend to have a very positive impact on both the customer and the business they are interacting with. Reduced no-shows and automated processes benefit the businesses, while clients enjoy the convenience and reliable customer support that text messages provide.

Next time you have a list of contacts to notify about upcoming appointments, try sending a text message reminder with a request for them to confirm attendance. This way you'll only need to call those who didn't respond. Saves on time and call cost.

### BUSINESS CASE

Island Smiles Orthodontics

#### The Need

Island Smiles is an orthodontics practice that needed an appointment reminder system to reduce the workload associated with reminding patients to attend booked appointments. Missed appointments meant missed sales, so it was important for them to tighten up in this area.

#### The Solution

We provided Island Smiles with an SMS system then enabled them to send out patient reminders the evening before the appointment, with a request for patients to confirm attendance. The next morning, the administrative team would check the confirmations and only call those who did not confirm.

#### The Result

This resulted in increased appointment attendance, as the team was able to manage the reminder process more efficiently. They were also able to boost productivity, while saving on call costs since they called way less people.



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# CHALLENGE #6

## Reaching a large # of customers with timely communication

Have you ever wanted to quickly reach out to more people without spending too much? Not just a few hundred, we are talking about getting in touch with several thousand or even millions. **SMS marketing** is cost-effective and mighty powerful way to achieve this.

SMS is the most immediate marketing channel available to marketers. Direct communication with consumers can help stimulate an immediate purchase. The faster the communication, the sooner consumers can make a purchase. Conversion rates are also higher in SMS. This is due to the simplicity of the marketing message. Text messages are short, they don't include a lot of links, and they are not bogged down with a lot of images. The call-to-action is clear and concise.

### BUSINESS CASE

Companies Office Of Jamaica

#### The Need

The Companies Office of Jamaica (COJ) is responsible for the registration and regulation of companies and business names in Jamaica. The COJ required an SMS system to notify prospective clients when their mobile team was coming into their communities to help with compliance.

#### The Solution

We integrated our cloud messaging platform, SMS Connec, within the operations of the compliance unit so they could reach out to clients on their own time. After setup, the team was trained on how to use the solution and received tips and tricks on how to get the results they desired.

#### The Result

Through the use of SMS Connec, the COJ was able to connect easier with customers, sell more services and keep customers informed. In essence, it enabled them to establish a better relationship with customers.



# START TODAY FOR FREE!

If you would like to **learn how you can implement the strategies outlined** in this document please click the button below to schedule a consultation so we can help you get started.

**LETS TALK**

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