

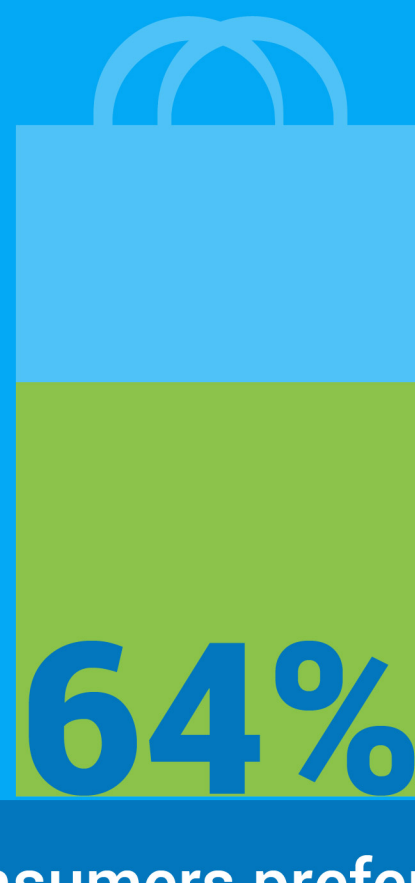
# Retailers

We've got a (text) message for you!



71%

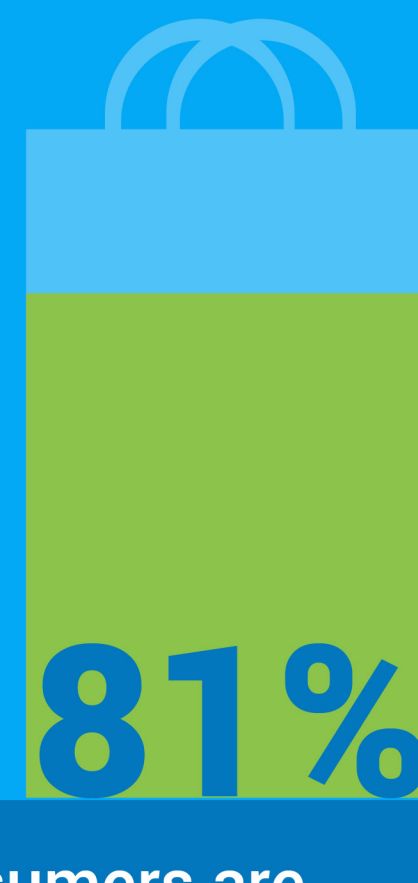
...of retailers are NOT currently addressing their customers' communication preferences & expectations



of consumers prefer texting over voice as a customer service channel



of consumers are likely to have a positive perception of a company that offers texting



of consumers are frustrated being tied to a phone or computer for customer service

## Top retailers have specific goals in mind when using SMS



drive revenue

28%



improve customer experience

34%



do both

31%

Coffee

Clothing

Cupcakes

79%

saw either **increased revenue** or **improved customer experience**



**Driving**  
revenue



**Customer**  
experience



In-store on-demand coupons see 70-80% redemption rates

SMS order tracking sees adoption rates up to 80%

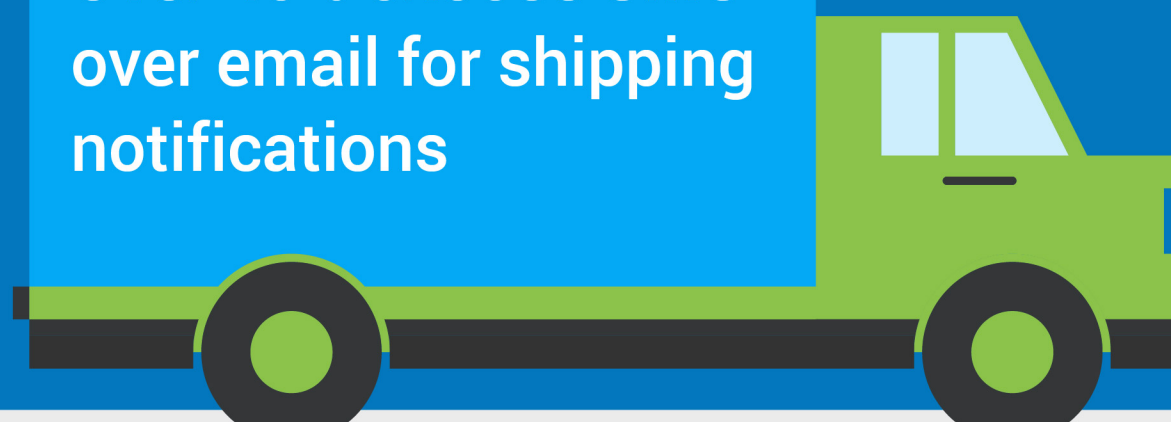


Get 10% off your next purchase in store!

SAVE!

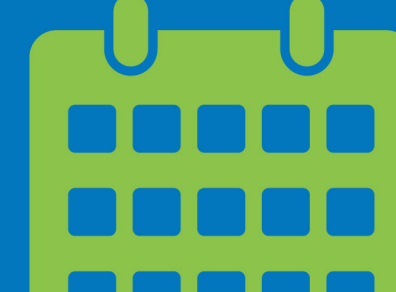
Out-of-store on-demand coupons see 30-50% redemption and drive traffic to your store!

Over 40% choose SMS over email for shipping notifications



SMS for building loyalty and marketing lists delivers 85-90% conversion

SMS appointment reminders can reduce missed appointments by 26%



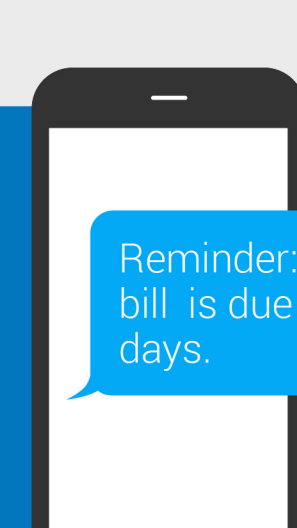
100K  
VS

1 million

SMS marketing lists have a 10x value over email marketing lists

Account updates, bill reminders and PW resets can reduce call center volumes by over 5%

Reminder: Your bill is due in 10 days.



## Millennials already get it.



75%

...of millennials prefer SMS messages for deliveries, promotions & surveys

## Did you get the message?

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Source: [2016 RETAILER](#) Survey Report  
commissioned by OpenMarket

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