

# Driving Value with Messaging for Service

LEARN HOW TO ATTRACT, ENGAGE & RETAIN  
MORE PROSPECTS AND CUSTOMERS

---

Only 6 in 10 customers say customer service meets their expectations. In fact, 81% of customers are frustrated at being tied to a phone call or computer for customer service and 60% of those who have bad service experiences defect to competitors.

Times have changed and the way companies offer customer service must keep pace. Customer service must meet expectations to inspire trust and loyalty so that clients stay with you. This means adopting their preferred, interactive channels for accessing support and service.

## The Challenge

---

How to quickly resolve customer issues, before your clients become frustrated and start looking to your competition. If your customer has to wait endlessly to be heard on calls and then repeatedly explain the issue to different service personnel every time he or she calls, they lose confidence in you as their frustration soars.

## The Solution

---

The solution is conversational text messaging. Incorporating text messaging into your customer service communications has the power to drive increased customer satisfaction in the moment, build loyalty over time, and make it convenient for customers to resolve their problems quickly and effectively.

In fact, recent research finds more than 50% of customers would prefer messaging over their current form of communication for service. Being proactive with messaging is just one way you can strengthen your customer relationships.

In this guide, you'll learn key techniques and methods to increase customer satisfaction and loyalty using the power of messaging in your service operations.

You'll learn:

- How giving customers messaging-based service will improve customer satisfaction, retention, and agent productivity.

- ▶ How proactive service increases customer trust.
- ▶ How prompt feedback (e.g., instant surveys after interactions) creates stronger customer relationships.

Messaging is the new conversation for customer service. The only question is; will you leverage its power before your competition?

## Why Messaging is the New Conversation for Customer Service

---

It's simple. Customers send messages 5X times more than they pick up the phone. And they prefer messaging over email communications: which means they get a conversation vs. waiting for a response. Once you engage in conversations, your customers will appreciate the level of responsiveness and efficiency your service organization delivers.

Conversational messaging gives customers what they want, including:

- ▶ **Convenience:** Initiating conversations in a channel that is convenient for your customer has a big impact on their satisfaction in the moment. The ease of responding means you'll have significantly more conversations than you would ever achieve without messaging.
- ▶ **Near real-time responsiveness:** Your customers can forget about waiting to check email or twiddling their thumbs, waiting for a service person to be free to answer their call. With messaging, you'll give your customer the response they need faster than any competitor around.
- ▶ **Simplicity and peace of mind:** You'll build stronger relationships thanks to relevant, simple, and timely conversations that solve customer issues quickly.

### The result

You build powerful relationships that fuel long term competitive advantage.

# Messaging Brings Both Internal and External Benefits for Customer Service

---

One of the biggest challenges in customer service is the overwhelming number of calls received. Another is the inconsistency of responses customers receive, as they often end up speaking to different representatives each time.

Enter messaging. It enables customers and agents to engage in to-the-point conversation, saving time for both. It's quick, so customers can reach an agent instantly, without having to wait helplessly for an agent to be free.

Our customers use conversational text messaging to automate the initial and follow-on steps of customer service requests to optimize speed of response and resolution.

For example, consider a large manufacturer of water heating equipment. It has too many customers for phone calls to be effective as its primary service channel. Its service personnel are usually in the field, where their internet connections might be spotty, making email an unreliable option. Messaging hits the sweet spot by enabling them to reach their large base of customers efficiently without reliance on internet access.

Take a look at how the manufacturer uses messaging to service both its customers and field agents.

**Real-time updates reassure customers.** Customers register installation, warranty, service or annual maintenance contract requests on the manufacturer's site. The customers are automatically messaged that their request has been logged. The message also shares the name and contact details of the field agent who will be in contact with them. Since their customers no longer needed to chase the manufacturer to find out the status of their issue, customer satisfaction increased.

**Use parallel messaging to increase agent productivity.** As an internal process, the manufacturer's CRM simultaneously creates a ticket and messages the assigned field agent with the customer request details and contact information. Once the field service agent begins work, he messages a keyword back to the company to show that service on the ticket is underway. He does the same when he completes the work, which automatically gets updated in the CRM. The manufacturer's CRM then automatically closes the ticket and can easily monitor the time the field agent took to resolve the service issue. This enables the company to easily identify areas for productivity improvements.

**Immediate surveys help improve the cycle.** After closing the ticket, a short survey is messaged to the customer, giving him or her a chance to share feedback while the service experience is still top of mind.

## Convenience Builds Loyal Customers

---

What's easy for you may not be easy for your customer. You might prefer calling, but if your customers find it inconvenient, your purpose is defeated. Playing phone tag can be a waste of time for you and your agent, while the service request remains unresolved.

Messaging is less intrusive than calling, but at the same time, checking messages as soon as they're received has become a near-instinctive response in our digital world. Your customer can do so while multi-tasking, increasing the chances of you getting a faster response. Short message formats empower customers and service personnel to quickly identify and resolve issues. Quick response times help retain customers.

Take a look at how using a preferred communication channel helps capitalize on business growth. Let's consider an intermediary, connecting repairmen with clients, in the US. Repairmen in the field often let calls roll to voicemail when working on a job. Their inability to quickly contact repairmen when rush jobs were requested by clients was costing them business.

The company found that its repairmen were much more responsive to messages that included the customer and job details, allowing them to confirm the service call within the client's time parameters. The company is now using messaging to enable service conversations, and growing its business.

## Get Proactive With Your Service Customers

---

Often, customer service requests come at odd times. This increases the chances of their being missed. If a customer chooses to walk away instead of complaining that you haven't solved his or her problem, you may never even realize that you didn't close a particular service request, or created an unhappy customer.

Automated messaging is active, around the clock, to reassure the customer that his or her ticket has been acknowledged. Workflows can assign incoming service requests to the appropriate personnel and escalate issues that are not addressed in a predefined time period. For example:

A club is on a mission to provide top-tier service and service to its members. To reach that level, it chose to implement messaging empowered with automated processes that simplified how customers requested service and how the club staff responded to those requests—whether day or night.

Members can either notify staff directly of a complaint or message a keyword—displayed on posters throughout the club—to a designated number to open a service ticket. Once the service ticket has been opened, the member receives a confirmation message that includes the details of the agent who will be following up.

The CRM automatically messages the agent, activating a timed response period. If the agent hasn't contacted the member and updated the status of the ticket within that timeframe, the ticket is automatically escalated to a supervisor for resolution.

By automating the ability for members to request service and for agents to know they need to respond, no customer issue is missed. All requests are instantly logged in the CRM. Once the service ticket is closed, a survey is also automatically messaged to the member so that the feedback can be used to help the club deliver on its mission to provide top-tier support and service.

## Drive Increased Customer Satisfaction in the Moment

---

Analytics can help managers to measure customer satisfaction levels and identify areas of improvement for agent productivity comparatively across messaging, emails, and calls. The beauty is that reports and analytics can be automated to reduce manual effort and provide insights from the data quickly.

Examples of automated analytics include:

- **Measuring the time taken to close an issue by messaging**, versus the time taken to close a request with calls or emails.

- ▶ **Surveying customers** immediately after tickets are closed allows you to compare satisfaction levels for messaging, calls, and email interactions.
- ▶ **Comparing agent productivity across channels.** Messaging allows agents to handle multiple tickets at once, unlike service provided by phone.

## Summary

---

It's obvious that messaging is the new service conversation. The only question is will you take advantage of these powerful conversations before your competitors do?

- ▶ **Be flexible.** Providing customers service in a medium they prefer to use will increase customer satisfaction and loyalty.
- ▶ **Be upfront.** Let your customers know exactly what's happening with their situation. Update them on every step and change.
- ▶ **Tap into the power of continuous conversations.** Customers don't want lengthy phone calls. Nor do they want time-delayed emails. Messaging is the most prevalent form of conversation today. Use it for your service customers and watch their loyalty grow.

### About SMS-Magic

SMS-Magic is a proven, global messaging platform for Salesforce, with over 1500 clients across 190 countries, including small, midsize, and enterprise accounts. SMS-Magic enables Salesforce users to engage buyers and win and retain more new customer revenue, while creating strong customer relationships that drive sustainable competitive advantage. SMS-Magic is the most positively reviewed messaging application on Salesforce AppExchange.



[www.sms-magic.com](http://www.sms-magic.com)  
[sales@sms-magic.com](mailto:sales@sms-magic.com)  
Follow us on



### Business Inquiries

US: 1-888-568-1315  
UK: 0-808-189-1305  
AUS: 1-800-823-175

### To book a demo simply message

"DEMO, FirstName, Email" to  
US: 36343  
AUS: 61427142795  
UK & RoW: 00447860017097