

# Capture Customer Loyalty with SMS-Magic



If you are looking to expand customer communication and increase customer satisfaction then adding SMS/MMS technology with SMS-Magic is exactly what you need.

- Dan Zufall,  
Producing Branch Manager, Movement Mortgage

The timeframe for service response is shrinking. Just as the necessity for more effective service conversations is increasing. If your customer has to wait endlessly to be heard on calls and then has to repeatedly explain the issue to different service personnel every time he or she calls, they lose confidence in you. That's when they look for an alternative.

One way that you can get ahead of the customer service curve is to implement conversational text messaging from SMS-Magic as a key component of your service response. In fact, research finds that customers prefer messaging over email and phone calls with service organizations.

Over half of customers said they would be likely to text with a customer support agent. Similarly, 52% would prefer texting customer support over their current preferred form of communication.<sup>1</sup>

SMS-Magic conversational messaging gives your service organization the ability to respond quickly and resolve your customer's issues.

Specifically, you will give your customers:

- **Convenience.** Initiating conversations with text messaging is convenient for your customers. The ease of responding to a message means you'll have significantly faster conversations to accelerate time-to-resolution. **Your customers will appreciate you more than ever.**
- **Near real-time responsiveness.** Your customers won't spend their time while a service agent answers their call or looks up information. You'll respond quickly, with interactive conversations that makes your customers feels special. SMS-Magic also lets you automatically update customers at every step. **Your customers always know exactly what's happening and feel like you care.**
- **Understand your customers.** You'll build stronger relationships thanks to relevant, simple, and timely conversations that solve customer issues quickly. You'll also be able to know just what your customers think, how they want you to improve and what they like about your organization. Thanks to surveys that are easy for customers to use. Your customers will feel appreciated and **your customer satisfaction, and loyalty, will continue to increase.**

These are only three of the benefits you'll get from implementing SMS-Magic conversational messaging within your service organization.

Let's take a look at these benefits in more detail.

## SMS-Magic Messaging Applications for Service

### 1. Convenience

Responding quickly to a customer requesting support is a powerful way to soothe problem situations and show you care. Add the fact that you're conversing in a way that's convenient for your customers, and you have a powerful method to increase customer satisfaction. Here are a few ways that the convenience of SMS-Magic translates into a powerful customer experience.

*Please note: In the conversations below, green represents an automated conversation, yellow represents a 1:1 conversation.*

**Immediate confirmation.** Send an automated response as soon as your customer submits a question or a ticket.

You'll give your customer a convenient way to track their ticket, request more information and feel like they're in constant contact with you. You can also let them know who their agent will be and when to expect a follow-up conversation.

#### MESSAGE ONE

Hi <firstname>. We just wanted to let you know we have your service request and we're on it. Here's your ticket number for future reference. <insert ticket #> Reply HELP if you need anything. Kelly @ YRL

#### MESSAGE TWO

Your agent will be Joan. You can expect her to reach out to you within the next 2 hours with an update. We appreciate your business!

**Automate your agent queue.** As SMS-Magic is sending an automatic response to your customer, the system also alerts the agent or agents about the new request. They can then quickly move forward to resolve the issue. Your customer will already know you're on it thanks to your quick response.

SMS-Magic's analytics can be configured to monitor the response times of agents against your set SLA goals. You'll get reports against goals. Your managers can also be alerted to take immediate action whenever an agent falls outside of the SLA parameters.

#### SENT

Hi Joan. You have a new ticket for immediate review. Please respond to <insert customer name> in 2 hours.

**Use messaging to drive self-service.** With SMS-Magic, it's easy to automate responses to the most common requests of your service organization, for example resetting passwords, locating documentation or even Return Merchandise Authorizations. Your customers appreciate the fact that they can quickly resolve simple issues through self-help resources. You get more tickets closed, faster, using less agent resources.

#### SENT

Hi <firstname>. I understand you need to reset your password. Just click on this link and follow the instructions. <Insert personal url> Questions? Reply #HELP. Kelly @ YRL

If a customer needs immediate attention, SMS-Magic will alert their agent for a 1:1 response.

#### RECEIVED

#HELP

Joan would be alerted within the Converse Desk, so that she can immediately reply.

#### SENT

Hi Jon. It's Joan, your agent. What can I do for you?

## 360° conversation history.

SMS-Magic also makes it convenient for your service teams to work together to resolve customer issues efficiently. Any agent with permission can see the entire service conversation history. So they can easily and quickly respond to a customer, even if their agent is out of the office.

### RECEIVED

Hi Joan. Sorry I didn't get back to you yesterday. I need an update on my ticket status.

### SENT

Hi Jon. I'm April, Joan is out for the day. I have an update for you on your ticket. We have a resolution and would like to have a call with you. When is a good time?

### RECEIVED

Can we chat now?

### SENT

Sure. Is this your best phone number? 512.646.4338? I'll call you now if that's the right number.

### RECEIVED

That's my number. Thanks much!

## 2. Near Real-time Responsiveness

When customers are informed and up-to-date, they are more likely to believe that your service team is focused on resolving their issue. SMS-Magic messaging makes it simple to respond to your customers and update them in near real-time. Here are some of the ways we keep you in touch with your customer.

**Automatically update the status of their request whenever it changes.** SMS-Magic can automatically send a message every time the ticket status updates. Or you can send them timed updates (say daily), if that's a better match for your business process.

### SENT

Hi Jon. We just wanted to let you know your service ticket is in the process of being resolved. We expect to close it within one hour. Questions? Reply #HELP. Kelly @ YRL

### SENT

Hi Jon. Great news. Your ticket has been resolved. Questions? Reply #HELP. Kelly @ YRL

**Service requests can trigger automatic responses that follow your service guidelines.**

SMS-Magic can also inform a customer of next steps, required resolution timeframes, or whatever other communications you need to send to match your Service Level Agreements.

### 3. Understand Your Customers

Survey responses immediately after a customer service experience give you the best view into the quality of care you're delivering to your customers. Surveys also make your customers feel more appreciated and heard.

SMS-Magic messaging makes surveys simple to deliver and convenient for your customers. The options for surveys are limitless. For example:

**Send a simple message survey** that lets them rate you, and/or comment on their current experience.

You can automatically send them messages after every interaction, after the ticket closes or any combination that works for your needs.

Survey responses are immediately included in the customer's record and archived for future needs.

SMS-Magic can accommodate the type of satisfaction or rating that your company wants – for example, NPS, Satisfaction, or Effort score.

**SENT**

Hi Jon. How would you rate your overall service experience? Please reply with 1-5, with 5 being the best. Kelly @ YRL

**RECEIVED**

5

**SENT**

Thanks for the great rating Jon. Is there anything specific you'd like us to know? Just Reply to this message.

**RECEIVED**

It was great that April could step right in to help me while Joan was away.

**SENT**

Thanks for that Jon. We do our best to make sure our customers are happy!

**Send surveys at different points in time** (as part of a workflow) or whenever you want (ad hoc and personal) to survey your customers for feedback on service, on their experience with your products, or anything else you'd like to know.

You can send surveys following a product's arrival or installation, after a time period to gather user satisfaction metrics, after customer service calls or at ad hoc periods when you want to gather feedback from your customer base.

All responses are included in the 360° conversational history within the customer's record. You can analyze responses to find trends and insights into what's working and what's not with your product, your implementation and your service operations.

## Summary

Your customers feel more appreciated and you resolve customer issues more effectively when your service agents use conversational messaging from SMS-Magic.

- You'll respond immediately to let them know you care.
- You'll efficiently gather the information you need for faster resolution.
- Your customer will always know exactly what's happening with their request.
- You'll know exactly the type of experience your customers are having with your service agents.
- You'll grow customer satisfaction and loyalty.

The examples we've shared are only an introduction to how you can use messaging to better serve your customers. To learn more about the ways you can apply conversational messaging to your own service organization [contact us](#) for a customized demo, or free trial.

## Source

[1] <http://www.ewEEK.com/networking/consumers-like-using-text-messages-to-solve-customer-service-issues>

## About SMS-Magic

SMS-Magic is a proven, global messaging platform for Salesforce, with over 1500 clients accessing 59 direct carriers. 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.



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