

# AGENT511 | RETAIL



Example reminder and confirmation

## America's fastest growing way to communicate

Maximize customer convenience and loyalty while extending your brand. Automated text messaging connects your brand with on-the-go consumers by providing reminders and product promotions while collecting consumer feedback. Text messaging facilitates engagement with Gen X/Y and multilingual customers. Pictures can be attached to text messages thereby creating richer communications.

More than 42% of the US population regularly text message and the volume of messages—in the billions—is growing 20-25% quarterly. Text messaging is secure, generally spam-free, and your call-to-action messages remain on the mobile phone. Target text coupons are reported to convert at nearly 12% (M:Metrics).

## Examples

### Customer alerts

Customers are notified when a product is ready for pick-up or may require a refill or of an upcoming appointment. The customer replies to the message to confirm the refill or appointment. The store's staff is notified. The system can be standalone or integrated with external applications such as a POS system.

### Customer surveys

Gain instant customer feedback. Ask customers to text message on store signage, products, or receipts. Don't subject them to toll-free numbers or make them search the Internet. Customers simply text message a dedicated keyword and the message is available on your private Internet portal for viewing. Each customer message automatically triggers a custom reply—whether "thank you" or a promotion. Customer service can also individually respond to the message and engage the user in a text chat.

An example is **CAFE324** *the restaurant is dirty and staff rude.*

Encourage customers to text by offering prizes.

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## Marketing campaigns

Create interactive signage and marketing collateral by instructing consumers to text your keyword to 511-511 for information or promotions. For example, users see a sign for "Jeans Company" and text **DENIM** to 511-511 for a coupon on a new product that may include a picture or brief video clip.

## Mobile knowledge base

Provide users mobile access to product information, store locations, or company directories. Examples may be pharmaceutical information, remedies, or product applications. The content is categorized in the database so that users only need to enter a few keywords.

## Promotional blasts

Offer customers the ability to sign up for weekly or monthly promotions text messaged to their phones. Users can opt in on the phone or website for specific types of products or services. Keep consumers engaged with the brand even when they're away.

## **Technology**

Agent511 is a secure web-based software platform that is designed for maximum uptime and capacity and is interconnected with the company's memorable text messaging short code, 511-511 [or 611-611]. For some marketing campaigns, clients can directly configure their message and recipient list; in other cases, this is done by an Agent511 account representative. Clients have access to reporting metrics on-line.

The platform incorporates an interface to integrate with 3<sup>rd</sup> party applications.

## **Overall benefits**

- Customer convenience and loyalty.
- Mitigate lost revenue associated with missed appointments and sales.
- Instantly gain valuable customer feedback.
- Promote new products and services.
- High conversion rate on mobile calls to action.
- Mitigates problem of e-mail SPAM filters.