



Customer use case: Retail



What were the challenges?

- A retailer was spending too much time and effort writing, planning and sending emails for communication.
- They were not getting the results as expected through email communication to customers.
- Customers were not opening their emails or emails went to spam inbox.

Outcome

- They were able to achieve higher response rates with SMS than with email. This is because 98 per cent of texts are opened by their recipient compared to only 20 per cent of emails. Retail consumers are also familiar with receiving messages on their mobile, further increasing engagement.
- Consumers could receive news on promotions instantly to their mobiles.
- There was a productivity gain from not having to manage multiple systems to communicate and send emails.
- Better campaign results due to the market leading engagement that SMS offers.

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Offices Worldwide

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