Direct Communication in Mobile: Best Practices

David Schwind, Mobile Specialist   Oct 19, 2015

Mobile Marketing

- Consent – permission for something to happen or be done

- Collect opt-in consent online, POS, paper form
- Capture preferences
- Ensure you keep records of the consent – how was it obtained, date stamp, channel

Mobile Marketing

- Build your consent database

- Compliance Laws and Regulations:
  - FCC TCPA (Voice, Text)
    - not a condition of a sale, auto dialer
  - CAN-SPAM (Email)
  - Follow CTIA (SMS/Short Code Messaging)

Mobile Marketing

- Choose the right channel for your customers(pref)
  - Multi-channel approach
  - Text Messaging
  - Mobile Apps (Ad buys)
  - Social Media (Facebook, Twitter, Instagram)
  - Email
  - In-Store Advertising
  - Print (receipt, flyer, bag stuffer)
  - Direct Mail

Mobile Marketing

- Deliver the right value and content
  - Coupons
  - New products
  - Specials
  - Information

- Deliver it at the right time
- Personalize your message

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Mobile Marketing

- Measure Success
  - Bitly's, click's, likes, revenue

- Don't over communicate
  - Once per week

Mobile Marketing

- Change
  - be different
  - Try new things

- Innovate
  - to have new ideas about how something can be done

Mobile Marketing

- Opt-Out

  - Text Messaging
    - Message and Data Rates May Apply
    - Help
    - Stop

  - Email: Unsubscribe

Mobile Marketing

- Text Messaging
- Follow CTIA's Monitoring Handbook
  - http://wmcglobal.com/media/CTIA-Short-Code-Monitoring-Handbook-v1.5.2-October-2015.pdf
- Compliant Confirmation MT
- Include:
  - Description, Message and Data Rates May Apply
  - Frequency, Help/Care, Stop

Mobile: Best Practices Stats and Figures

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Mobile Marketing

- The average person responds to a text message in 90 seconds, compared to 1.5 hours for an email

- 83% of American adults own cell phones and 73% of them send and receive an average of 111 text messages per week.

Mobile Marketing

1. Texting is the most widely-used and frequently used app on a smartphone, with 97% of Americans using it at least once a day. (Pew Internet)
2. Over 80% of American adults text, making it the most common cell phone activity. (Pew Internet)
3. **Text messages have a 98% open rate, email has only a 20% open rate. (Mobile Marketing Watch)**
4. **Text messaging has a 45% response rate, while email only has a 6% response rate. (Velocify)**
5. **90% of all text messages are read in under 3 minutes. (Connect Mogul)**
6. Text messages are read on average in under five seconds. (SlickText)
7. 75% of phones worldwide (4.5 billion) are text-enabled (DuoCall Communications)
8. **96% of smartphone users text. (Acision)**
9. The average Millennial exchanges an average of 67 text messages per day (Business Insider)
10. Only 43% of smartphone owners use their phone to make calls, over 70% of smartphone users text

http://teckst.com/19-text-messaging-stats-that-will-blow-your-mind/

Mobile Marketing

Nearly 75 percent (74.9 percent) of mobile subscribers in the U.S. now own smartphones.
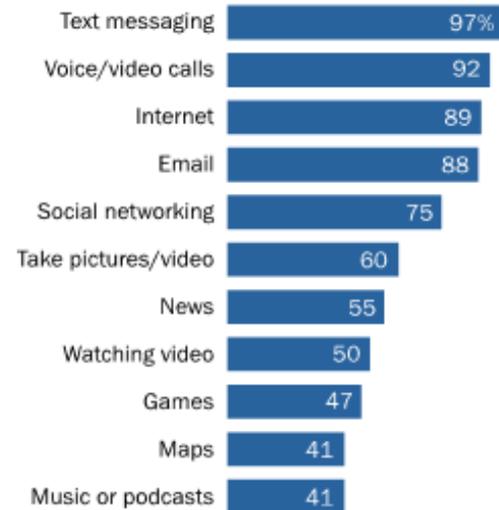
In December 2013, U.S. smartphone penetration was 65.2 percent.

By December 2015, it will be above 80 percent, perhaps closing in on 85 percent.

http://marketingland.com/report-us-smartphone-penetration-now-75-percent-117746

Mobile Marketing

Text Messaging, Voice/Video Calls, Internet, Email Rank Among Most Popular Smartphone Features

% of smartphone owners who used the following features on their phone at least once over the course of 14 surveys spanning a one-week period

Average number of surveys (max 14) in which they reported using these features

Feature	%	Avg surveys
Text messaging	97%	7.0 surveys
Voice/video calls	92	4.1
Internet	89	4.4
Email	88	5.3
Social networking	75	4.2
Take pictures/video	60	1.4
News	55	1.7
Watching video	50	1.3
Games	47	1.9
Maps	41	0.8
Music or podcasts	41	1.3

Pew Research Center American Trends Panel experience sampling survey, November 10-16 2014.

Respondents were contacted twice a day over the course of one week (14 total surveys) and asked how they had used their phone in the preceding hour (besides completing the survey). Only those respondents who completed 10 or more surveys over the course of the study period are included in this analysis.
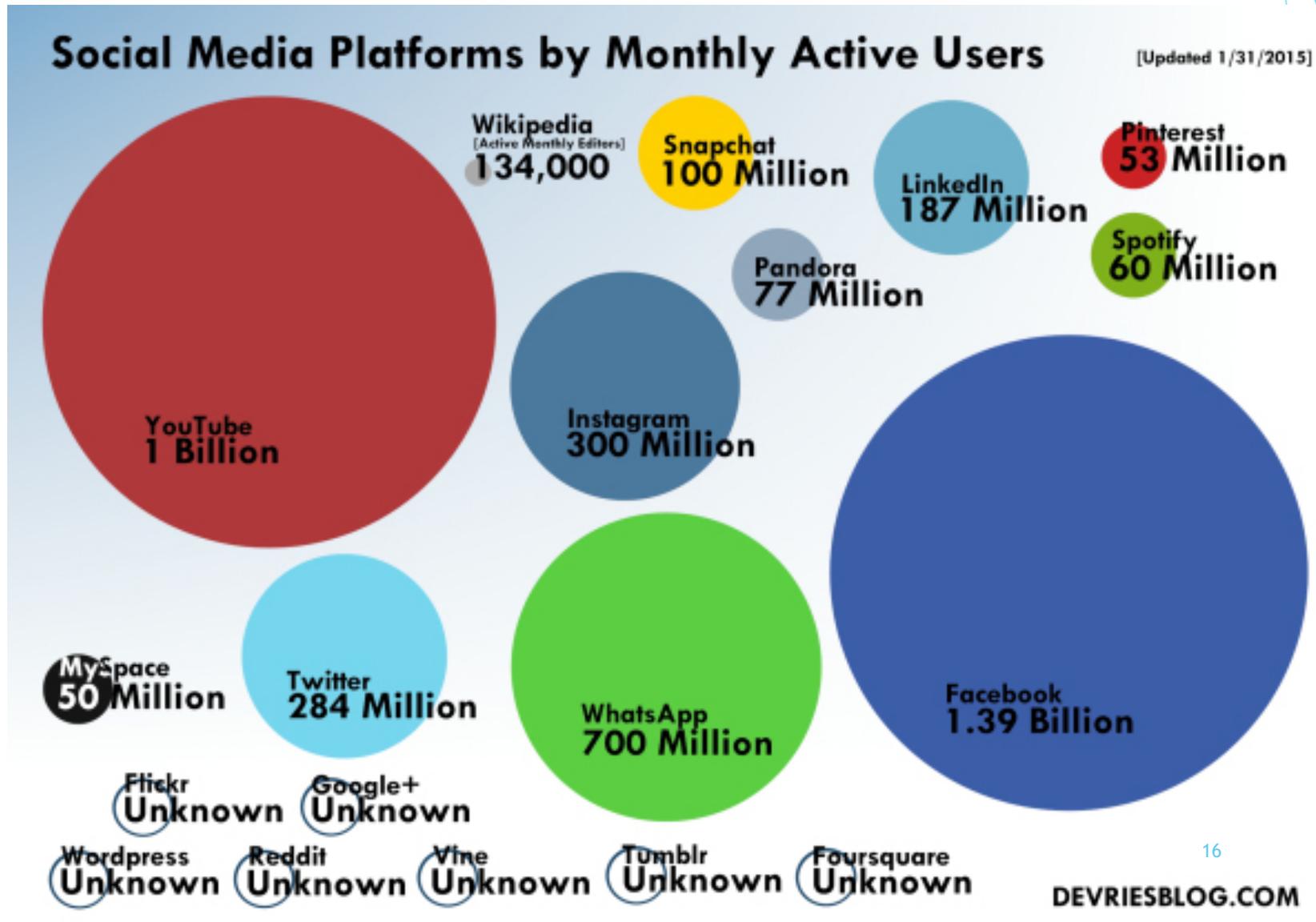
PEW RESEARCH CENTER

Table 5: Top Apps of 2014: Worldwide iOS & Google Play Downloads

Rank	App	Publisher
1	Facebook Messenger	Facebook
2	Facebook	Facebook
3	WhatsApp Messenger	Facebook
4	Instagram	Facebook
5	Skype	Microsoft
6	Clean Master	Cheetah Mobile
7	Viber	Rakuten
8	LINE	LINE
9	Twitter	Twitter
10	Snapchat	Snapchat

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https://gigaom.com

Mobile Marketing

- 90 percent of text messages get read within 3 minutes of delivery. (Source: ImpigeMobileStrategy.com, 2011)

- 95% of all SMS are read within seconds of receipt
- 90% messages are responded to within 5 minutes
- 95% of text messages are read vs. 22% of emails
- In 2012, texting surpassed voice channel 3:1
("Make Mobile First in All Directions" Mat Konig)

Mobile Marketing

Social Media Platforms by Monthly Active Users [Updated 1/31/2015]

Wikipedia [Active Monthly Editors] 134,000

Snapchat 100 Million

LinkedIn 187 Million

Pinterest 53 Million

Pandora 77 Million

Spotify 60 Million

YouTube 1 Billion

Instagram 300 Million

Facebook 1.39 Billion

MySpace 50 Million

Twitter 284 Million

WhatsApp 700 Million

Flickr Unknown

Google+ Unknown

Wordpress Unknown

Reddit Unknown

Vine Unknown

Tumblr Unknown

Foursquare Unknown

DEVRIESBLOG.COM

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Text Messaging – Customer Care

Some key overall findings:

64% of consumers with texting capabilities would **prefer to use texting over voice as a customer service channel**.

44% of consumers with texting capabilities would prefer to press a button to **initiate a text conversation immediately, rather than waiting on hold** to speak with an agent.

77% of consumers with texting capabilities aged 18-34 are likely to have a positive perception of a company that offers text capability.

81% of all consumers agree that it is **frustrating to be tied to a phone or computer to wait** for customer service help.
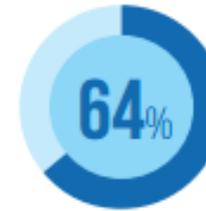
64% would prefer to use texting as a customer service channel
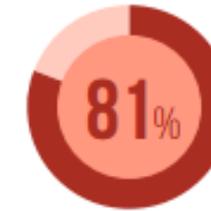
81% are frustrated being tied to a phone or computer for customer service help

Key findings of activities:

"The activities people with text capabilities would most prefer to do via text…"

38% Check order status

32% Schedule or change appointments

31% Make or confirm reservations

30% Ask a question

30% Find a store location

30% Check balances or due dates

29% Refill orders

27% Reset password

Key findings of age groups:

- **93%** of 18-34-year-olds use text messaging.

- **86%** of 18-34-year-olds strongly or somewhat agree that it's **frustrating to be tied to a phone or computer to wait** for customer service help.

- More 18-34-year-olds (**71%**) think text would be a convenient customer service option than any other age group.

- **Younger men** are more interested in using texting to achieve more **complex customer service tasks** (like asking questions) versus **older men**, who are more interested in using it for **simpler tasks** (such as resetting passwords and refilling orders).

Harris Poll - 2014 U.S. Survey Report

Mobile: Best Practices Case Studies

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U.S. Cellular, a wireless products and services company with 5.2 million customers, wanted to ensure their new pre-paid customers were aware of when they needed to replenish their accounts to avoid service interruption and minimize churn.

Genesys created an SMS campaign that reminded pre-paid customers of their replenishment date. The SMS notification messages were automatically triggered three days before the due date and customized based on the customer's billing date.

Over a period of a few months, these reminders were sent to tens of thousands of U.S. Cellular customers, who, overall, responded positively to the campaign.

Benefits
Customers appreciated the proactive and engaging 1 to 1 experience
Doubled on-time replenishment rates
Reduced churn

www.genesys.com

Mobile Marketing

Founded in 1837, Procter & Gamble serves 4.8 billion consumers around the world. It faced an awareness challenge around high efficiency (HE) detergent. Since digital interactions can play a big role in the path to purchase P&G saw an opportunity to use the mobile channel to attract consumer interest and connect with its fabric care brands.

It was critical to make the transition to HE detergent easy and strengthen the new relationship via a compelling, longer-term engagement strategy. Designed to engage consumers at the key Point of Market Entry, the "Tide Text for Tips" SMS marketing campaign offers laundry tips, stain solutions and special offers from the Tide brand.

The incentive to opt in is a chance to win a year's supply of Tide HE detergent, and opted in consumers receive messages once every two weeks.

Benefits
- 48,000+ subscribers
- Low opt-out rates

www.genesys.com

Mobile Marketing

OnProcess Technology provides service supply chain optimization, back office operations support, and customer experience management services to some of the world's leading technology companies.

One long-time client, a top three U.S. cable, high-speed Internet, and phone provider was incurring high operational costs and reduced satisfaction scores as a result of customers missing or rescheduling appointments. In a highly competitive market for cable operators, reduced satisfaction can result in customer churn and reduced revenues.

OnProcess chose a proactive customer communications solution from Genesys to develop a fully compliant program that sends SMS text messages to remind customers of their appointment scheduled for the following day. Successful installations were increased and rescheduled appointments, truck rolls, and day-of-job failures were reduced.

Benefits
$1.7 million increase in customer acquisition revenue
$100,000 month-end savings in unnecessary truck rolls
Decreased same-day appointment cancellations
Improved customer satisfaction surveys
Streamlined back office processes and customer retention

www.genesys.com

Mobile: Best Practices

Thank you!

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