

Grow Your Business Through Texting

Five ways to easily grow your business and enhance your customer experience through texting and messaging.

Hosted by the Fox Valley Chambers





Five ways you can easily grow your business through texting and messaging:

- 1. Allow customers to engage with you on their preferred channel**
2. Optimize and streamline your sales process
3. Enhance your service delivery and customer experience
4. Instantly reach the right customers with relevant and valuable information
5. Enhance your business image and brand





1. Allow customers to engage with you on their preferred channel:

Shifts in Customer Communication Preference

79%

of individuals prefer live chat over phone interactions. (EConsultancy)

42%

of businesses incorrectly think customers prefer phone support. (Kayako)

35%

of adults will abandon online experiences if they do not find quick answers through messaging. (Forrester)

90%

of customers expect digital messaging support for customer service. (Forbes/Microsoft)

92%

Live chat has the highest customer satisfaction rate at 92%. (Zendesk)

66%

of customers prefer companies that offer mobile-responsive customer assistance through more than 3 different communication channels. (Deloitte)

When it comes to dealing with service issues and questions, customers would much rather chat online with a customer service representative than speak to one live on the phone, according to the J.D. Power.

J.D. Power Chat and Email Benchmark Study



1. Allow customers to engage with you on their preferred channel:



Text Messaging



Web Chat



Facebook Messenger



Google Business Messages



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1. Allow customers to engage with you on their preferred channel:



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GENERATORS

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Send Text. Get Delivery.

ALL your shopping done...with TEXTING!

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1. Allow customers to engage with you on their preferred channel:



Call or Text
847.658.5300



Call or Text
847.669.0166



Text
478-CHAMBER
(478.242.6237)





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2. Optimize and streamline your sales process:

- Customers expect quick answers when they have a sales request or need sales assistance.
- Text or notification messages is a great way to notify your team about new customer sales request or questions.
- Customers can contact you after hours and will be perfectly fine with a response during business hours.
- Optimizing and streamlining the sales process is one of the most important aspects to get right in your business.

82% of customers rate an “immediate” response as important or very important when they have a sales request.

HubSpot Research Consumer Customer Support Survey 2018

2. Optimize and streamline your sales process:



Send Text. Get Delivery.

ALL your shopping done...with TEXTING!

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ErrandUp requests for new sales and service get answered in a few minutes by an on-the-go team.

ErrandUp VoyagerNetz Engage Case Study



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3. Enhance your service delivery and customer experience

- Customer Experience, more than ever, drives profitability and Business Success
- With messaging customers never have to wait in queues
- Save customers and your team up to 300% of time
- Streamline internal communication and teamwork
- Better coaching and leading opportunities
- Conversations are documented

75% of customers want to be able to message a business and 64% prefer it.

Facebook 2021 Global Survey



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4. Instantly reach the right customers with relevant and valuable information



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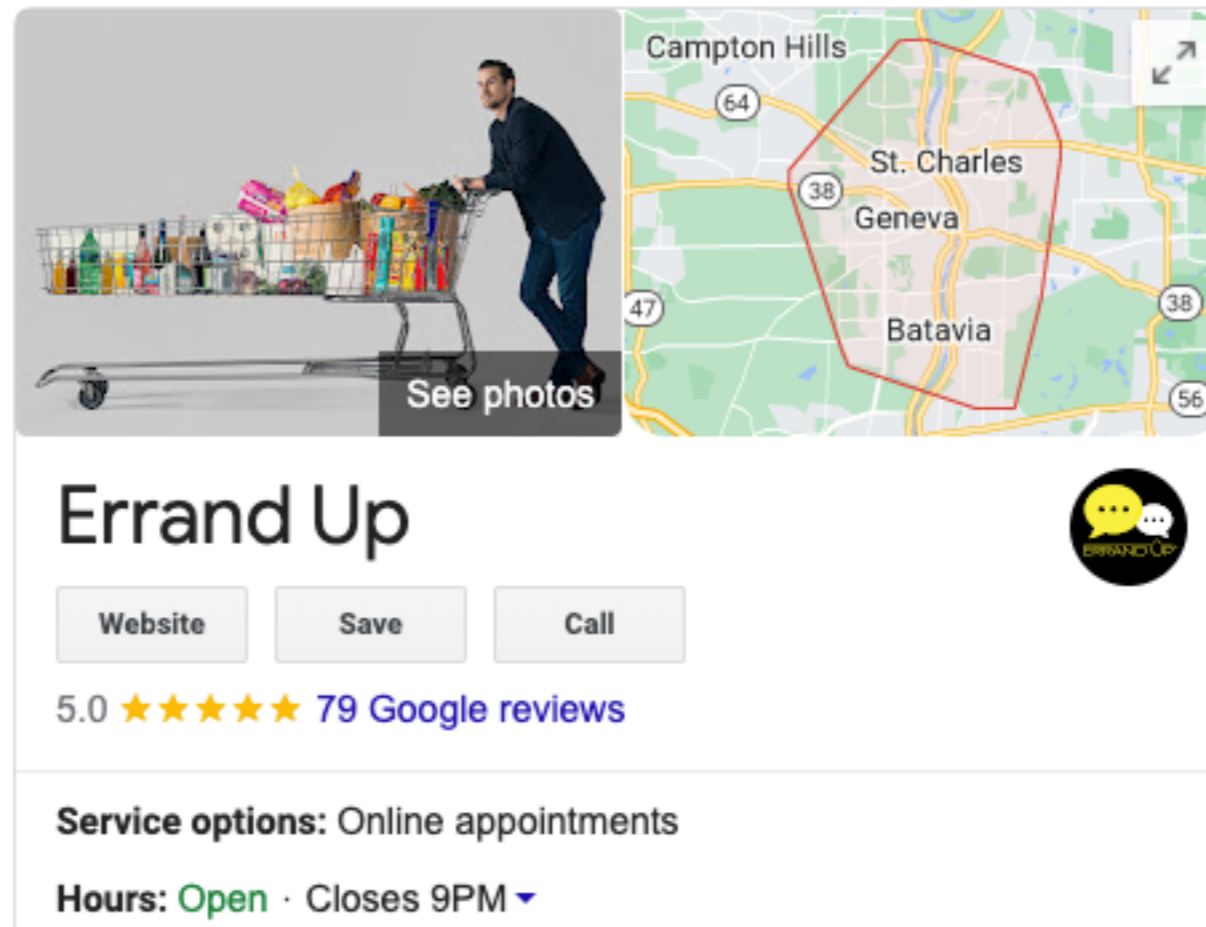
5. Enhance your business image and brand

- Presenting a unified communication channel throughout the process enhances your brand.
- Sending brand relevant imagery is easy.
- Asking for a review is much more likely to be responded to than on phone or via email.

70% of ErrandUp's 5 Star Reviews was received in the first six months after implementing a multi-channel messaging system.

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Text us at 708-797-9681



Thank You to the Fox Valley Chambers!

