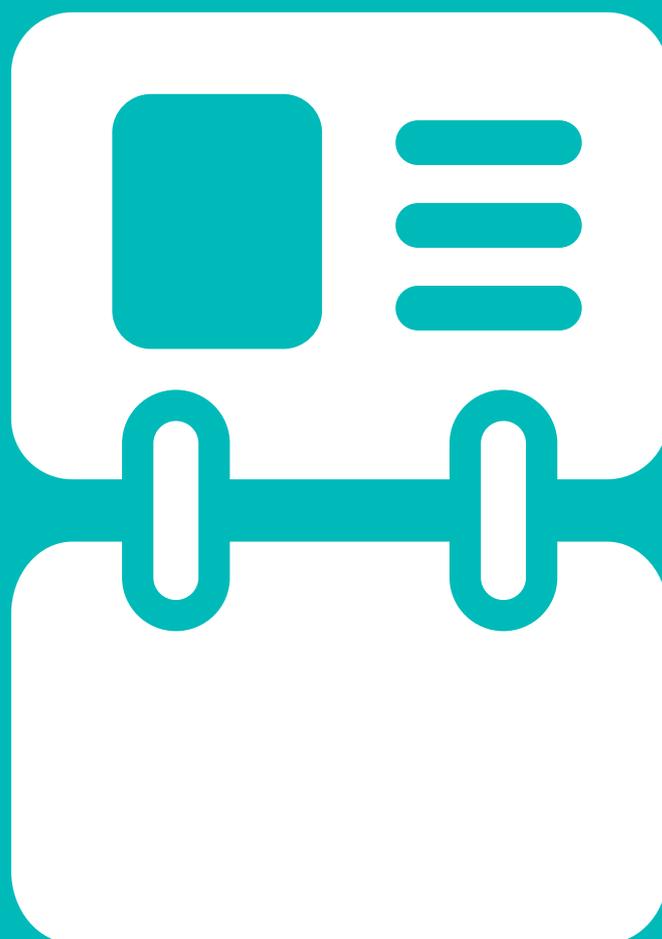


CRM

SMS guide for customer relationship management software

mediaburst



Thinking about
integrating SMS into
your CRM software
or other processes?

This guide shows you the
different ways you can use
text messaging alongside
your chosen CRM, the
benefits of business SMS,
how to integrate quickly
and easily and what other
products you can use
if you're not ready for
an integration.

Contents

- 1 Did you know?
- 2 Why use SMS in business?
- 3 8 ways you can use SMS in CRM software
- 11 Do's and Don'ts of business SMS
- 14 What do our existing partners say about us?
- 15 What now? Our three products

Contact details on the back

Did you know?

Combining SMS with your CRM software can give you better results and a more customer-centric approach.

Failing to implement a data management and interaction strategy may lose you a 25% increase in potential new revenue.

Creating automated campaigns using CRM software and SMS enables you to send text messages adapted to each customers' needs.

Text messaging is the key to customer engagement in today's industry marketplace.

Why use SMS in business?

91%

Smartphone users that always keep their phone within arm's reach.

150

Number of times the average person checks their phone per day.

68%

People who would like to receive offers to their mobile.

84%

Small businesses who have invested in a mobile presence have seen immediate, long term benefits and new customers.

57%

Consumers would be interested in a brand's SMS loyalty program.

98%

Text messages read, compared to 22% of emails.

There are officially more mobile devices than people in the world.

SMS coupons are redeemed 8% more than email coupons.

19% URL click through rate through SMS compared with 4.2% through email.

Text messages are read on average within 5 seconds.

SMS produces engagement rates 6 to 8 times higher than email.

8 ways you and your customers can use text messaging alongside CRM software.



1

Nurture customers at all stages of the sales funnel

Let's face it, we don't always have the time to offer a bespoke marketing and sales journey for each and every customer. A CRM software is a great way to store all of your customer's details and to create personalised journeys for them. When they take a certain action, you can ensure they receive an email, phone call or pop-up notification but are you including SMS in these journeys?

98% of text messages are read on average in under 5 seconds, so it's the best way to reach customers within seconds.

Schedule text messages to be sent throughout the various stages of the sales funnel to help you close leads successfully, improve customer satisfaction and keep your staff on the ball.

2

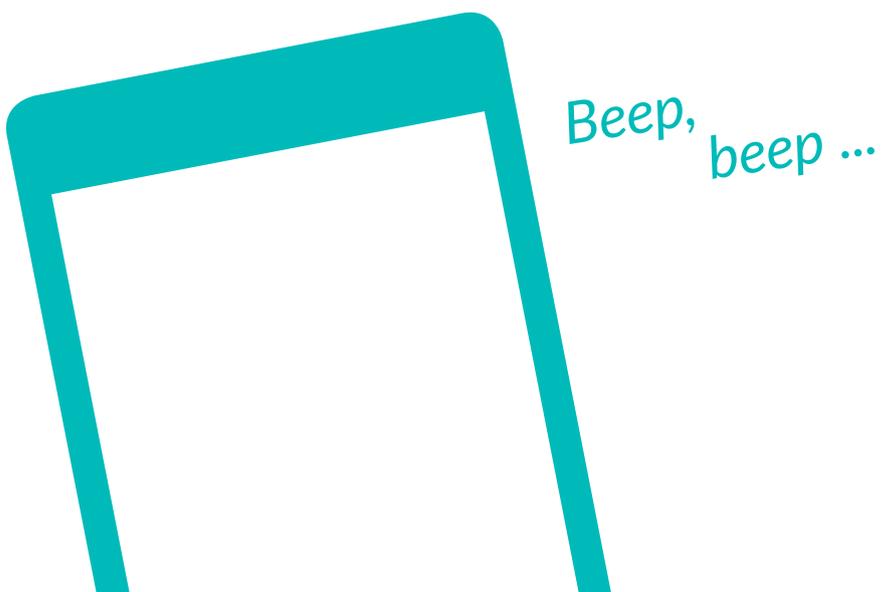
Send Notifications & Updates

64% of consumers think businesses should communicate with them more often using SMS. The speed and reliability of SMS means it's the perfect tool for delivering time sensitive, secure information and notifications to customers.

Send quick updates and notifications or include links to more detailed information if needed. You can also receive replies if people would like to request more information.

Many CRM's are already using SMS to update people in the following ways;

- *Send a text message to a customer when a case is closed or edited*
- *Send notifications letting customers know how long it will take for the company to reply to their query*
- *Notify staff when a ticket or record is assigned to them*



3

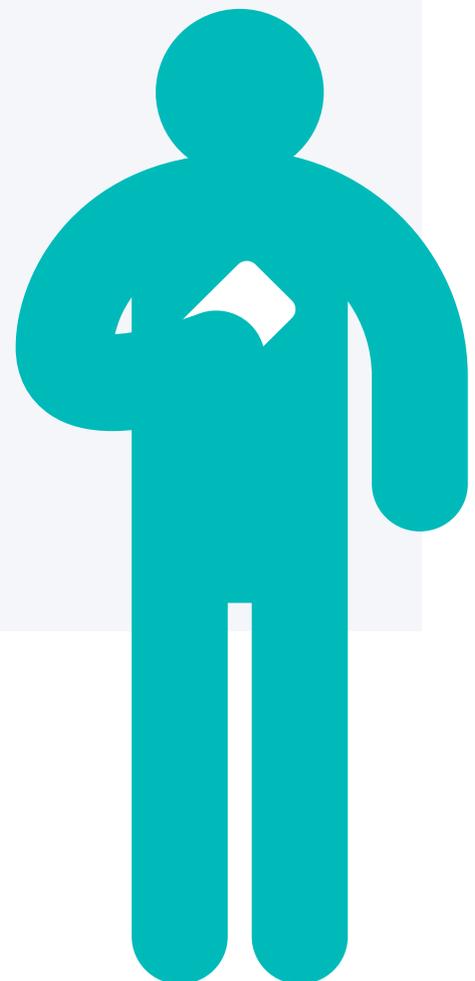
Send Reminders

SMS reminders have been proven to reduce Did Not Attend rates drastically.

Send meeting, appointment and training reminders to customers and staff to **save time, money** and to improve efficiency within your business.

You can also use text messages to ensure customers are reminded about deadlines for signing forms and returning documentation to speed up the sign up and on boarding process.

Hi Tom, just a quick reminder;
we've got online training booked
for you at 3pm today. Please let us
know if you can no longer attend
by replying NO to this message.
Otherwise, chat soon. Thanks.



4

Allow for Call backs and Follow Ups

Whether you are a B2B or B2C business, one of your biggest challenges will be reaching potential customers at a convenient time.

Customers may request details from your business as well as from several of your competitors, so you need to ensure you follow up missed calls quickly and make the process as easy as possible to your potential leads.

Let customers request a call back at a convenient time by texting into your keyword or long number. You can also discuss business via SMS if the customer is too busy to take a call there and then.

Hi Dawn, thanks for requesting a call back at 2pm today. Sarah will be giving you a call to answer any of your questions. In the meantime, you can view a quick, fun online video of how we work here [link]. Thanks!

5

Use SMS Marketing

SMS marketing is one of the quickest, cheapest and most reliable ways of getting sales, promotions and other marketing material out to your customers. 45% of SMS campaigns are successful compared with only 6% of email campaigns, so it's definitely worth giving it a try if you don't already.

Text marketing is very successful with new, potential leads who have signed up to your updates, texted a keyword to request more information or those who have shown interest in one of your products or services. SMS marketing can also be used to effectively upsell or cross sell other products or services to your existing customers.

Ensure you personalise and tailor your marketing messages wherever possible. It's important you only send relevant deals, promotions and information to your customers so they always find your messages engaging and worth reading. This way they are more likely to look forward to your deals, click on your links and stay opted in.

Hi Lucy, you recently bought a bikini from our range. We hope you had a great holiday and enjoyed your purchase! Now it's time for winter, check out our winter warmer range [link]. We hope you love it as much as we do!

Not heard from a potential customer since they first asked you about your costs? Send them a text offering them 20% off their first purchase or subscription fee if they purchase or sign up before the end of the month.

6

Build relationships

78% of people believe companies sending personalised communication are interested in building good relationships. You should always try to include names or other customer data where possible so the customer feels the text message has been sent to them personally.

If you're using Textburst, you can merge first names or other personal details into your text messages using our merge tool to avoid having to send text messages out individually.

If you're using our SMS API, Clockwork, you can write this feature into your code to personalise the messages with data you hold within your CRM software.

Hi #FNAME#, are you still looking for a two-bedroom apartment in Manchester's Northern Quarter? If so, give us a call on 0161 359 3100, we have a few we think you'd be interested in viewing! Hope to speak soon

7

Hear back from your customers

Two-way communication is a must in any customer focused business. All of our products allow replies by using either long numbers, free keywords on our shared shortcode or you can send SMS surveys and receive replies through our survey product, SurveyMill.

Long numbers

Purchase a Textburst or Clockwork **long number** for £5, plus £5 per month to receive direct replies into your account or to a URL, which you can then forward into your CRM software.

You can use this for all communication with customers, clients and staff like you would a normal mobile number. Try using it to allow customers to cancel or amend meetings or for staff to request to join a training session. SMS replies have been proven to reduce Did Not Attend rates and they are also a great way to collect feedback after a conversation or purchase.

SMS surveys

Did you know, 95% of people surveyed said they would reply to an SMS survey?

Surveys are a great way to gain valuable feedback and continually improve the way you work. Word of mouth is a great marketing tool within all industries and therefore using feedback to improve the customer experience is a must.

Use our product, [SurveyMill](#) to send out SMS surveys to gain feedback from customers during or after a purchase.

Keywords are also a brilliant tool for receiving SMS communication. We've given them their own section below.

8

Keywords

The quicker you respond to a customer, the higher the customer satisfaction.

Keywords are a great way to respond to a customer within seconds. Set up **free UK keywords** on our shared shortcode to allow customers or potential customers to text into a keyword to receive an automated, immediate response with the information they're looking for. Display keywords on your website, social media or other marketing material.

Companies have been known to collect as many as 5,000 numbers in 24 hours when offering a discount.

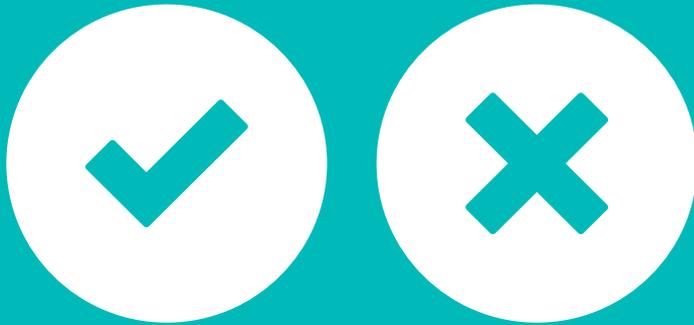
You can then set an auto-response to reply immediately with details such as:

- Price details
- Product details
- A link to more information
- A note to confirm a call back or meeting.

Keywords can also be used to build your client database. When a customer texts your keyword into the shortcode, they'll be added to a *Group* which you can then use to send notifications and for marketing purposes.



Text MEDIABURST to 84433 for more information on our SMS rates



Do's and Don'ts of business SMS

Do you want to use SMS to increase customer satisfaction and improve the customer experience?

See our rules for successful SMS notifications within the Customer Relationship Management industry.

Do ...



Do make sure your messages meet the **data protection rules** of your country and the country you're sending to. In the UK this is the [Information Commissioner's Office \(ICO\)](#).



Do provide your customers with information **relevant** to their needs and previous requests



Do **track links** to flag those most interested in your updates and notifications



Do make sure you **time your messages well**. Schedule messages to go out when you're available to take call backs



Do **make it easy for customers** to cancel or amend appointments, updates or preferences



Do offer an **OPT OUT** option on the end of your text messages to allow customers to opt out easily



Do use easy-to-type **keywords** for your customers to request information from you easily



Do use **secure UK routes**



Do send occasional [text surveys](#) to find out how you can improve your service in future

Don't ...



Don't send to people who **haven't opted-in** to your messages. Be careful buying data. Texting contacts who don't wish to receive your messages is not only illegal but also damaging for your brand



Don't **bombard customers** with too many reminders and updates

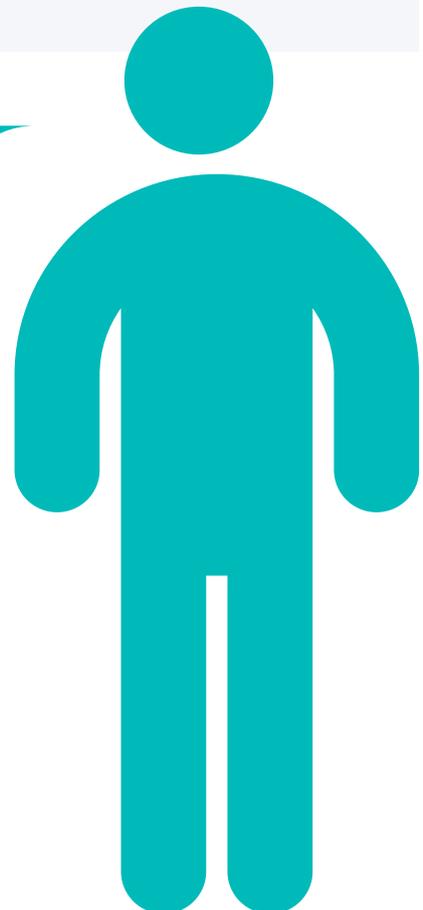


Don't text **irrelevant information** to your customers



Don't send in the **middle of the night** or at times when you're not available to take calls

*You've never
heard of us,
but ...*



What do our existing integration partners have to say about Mediaburst?



SMS has quickly become one of the most important methods for contacting candidates for the recruitment industry. We are proud to partner with Clockwork, giving us the ability to offer recruitment agencies an integrated SMS platform within our recruitment specific software. Mediaburst are fantastic to work with, responsive and collaborative. All the things we look for in a successful partnership.

Megan, Bond International Software (UK) Ltd

The Clockwork solution not only offered immediate cost savings, but provided an enhanced software interface with our in-house application.

Mike, System Manager

Communication with landlords and tenants is absolutely crucial in today's property industry. Mediaburst's service is quick, easy and extremely efficient. Our agents are able to communicate with landlords and tenants with a click of a button. The support we receive from Mediaburst is always second to none, efficient and friendly. Would 100% recommend Mediaburst!

Josh, Implementations Consultant

What now?

Mediaburst has three different products you can use to fulfil your SMS needs. Find out which is for you.

TEXTBURST



Textburst is a **simple web application** which allows you to send SMS directly from the website. You can upload individual contacts or bulk upload from Excel so that you can send a message to 10 or 10,000 contacts at one time.

Once you've typed out your message and set your from field you can decide to send now or schedule for later.

Have a look for yourself:

www.textburst.com

It's free to sign up so there's no commitment!

Clockwork is our **SMS API**, which lets you integrate SMS into your current system or website.

You'll either need to be a developer or have access to one to use Clockwork because you'll need to use our code wrappers or one of our plugins to connect your server to ours.

If you'd like to know a bit more about Clockwork, have a look at our website:

www.clockworksms.com

Sign up for free! The [Documentation](#) page will give you more information on our collection of code wrappers.

SurveyMill is our simple to use **SMS survey application**. It allows you to create up to five questions. You can send surveys to individual contacts or you can upload groups of contacts from Excel when sending to a larger group of people.

SurveyMill also has an API so you can integrate it into your own apps, to send surveys automatically.

Once your survey has a few responses, the results page will start to take form. It'll show trends and patterns in your results with our clever graphs and diagrams.

If you'd like to sign up for a free account, check out the website:

www.surveymill.co.uk

Convinced? Have questions?

We understand you need a partner you can rely on. We send worldwide and our platform is secure, reliable and robust and we only send through the best routes. Our support and technical team are always on hand to help, so join thousands of other businesses and start sending SMS through us today.

Speak to our friendly support team for help with setting up your brand new account:

hello@mediaburst.co.uk | 0161 359 3100

We're here to help you get all the information you need.

If you're looking at sending volumes of 1,000+ UK messages per month, give our sales team a call to discuss rates:

hello@mediaburst.co.uk | 0161 359 3100

www.mediaburst.co.uk

Mediaburst, Studio 18, 18 Hilton Street, Manchester M1 1FR United Kingdom

Mediaburst is a trading name of SRCL Limited, a company registered in England and Wales #03226910

© 2018 Mediaburst. All rights reserved