

Automated Business Response Via SMS/Voice

What does it mean to you?

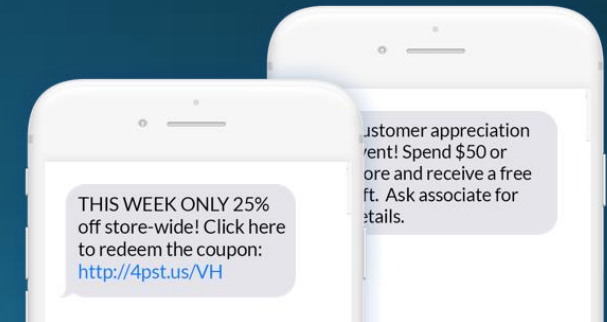
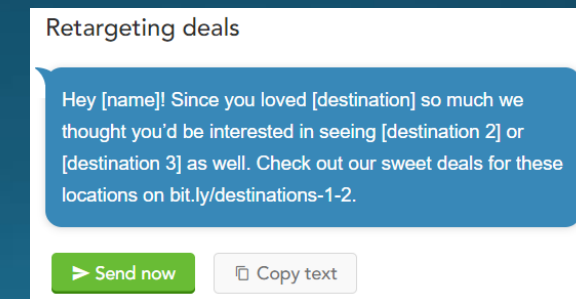
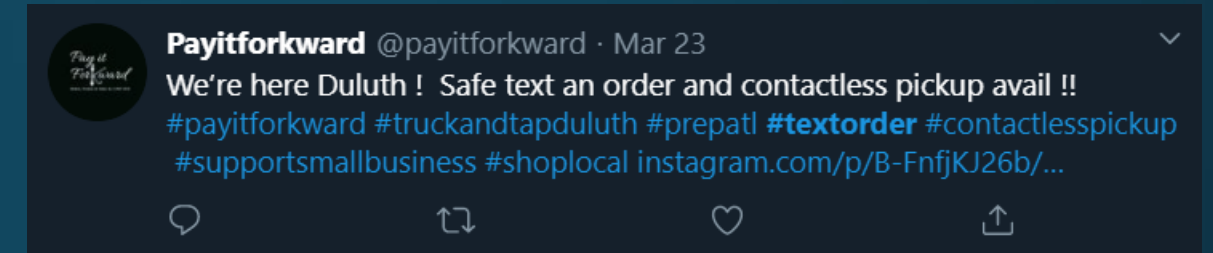
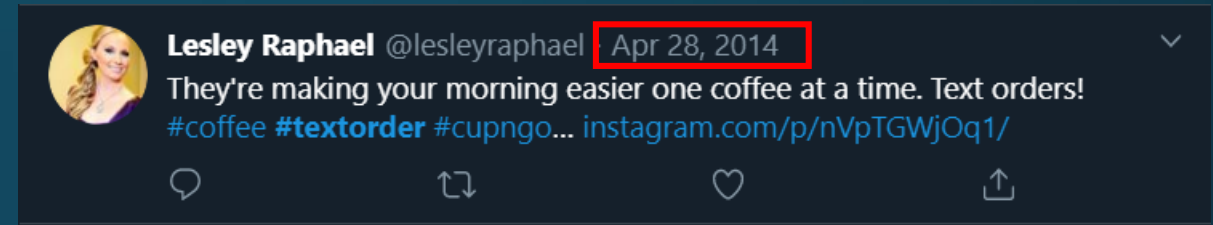
Key Takeaways

- Convenient
- SMS gets seen
- SMS is instant
- SMS is personal
- Does not rely on internet access
- It's different
- Opens the door to future marketing opportunities
- Interactive Voice Response can guide calls, but system must be maintained

These methods have been in use for the service industry for several years in:

- Service
- Real Estate
- Travel
- Retail

Where and how can they be used now?



How Can I Use This?

Problem Statement:

2020 COVID-19 Pandemic has left many citizens of Central Texas communities unable to visit restaurants and must call orders in.

Local food vendors need a way to process orders and capture customers for further marketing.

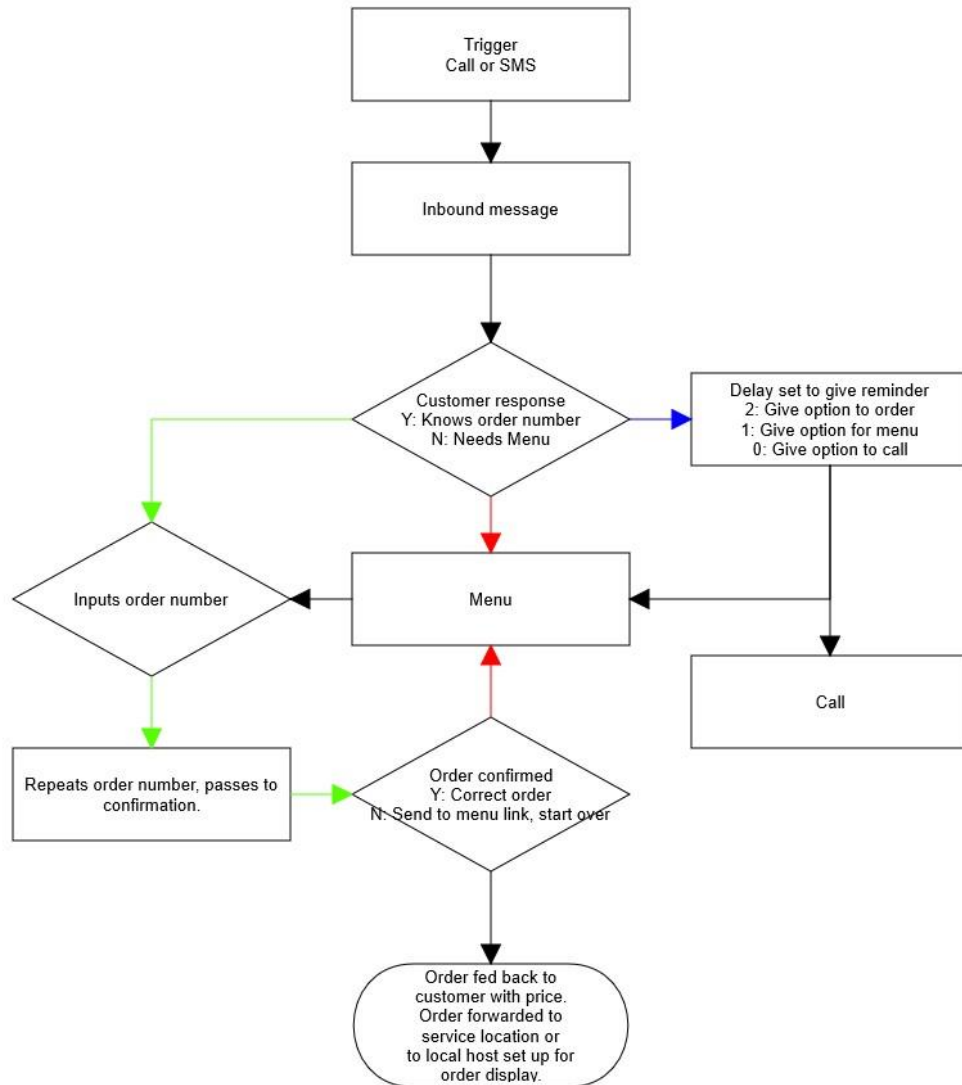
Proposed Solution:

Create an IVR/SMS response system that directs calls/requests directly to the vendor.



Proposed Solution:

Created in Twilio, this IVR/SMS system would allow for a call or SMS text to be taken and routed directly to an order, to a menu, or an option to call (if SMS).



Cost:

Toll Free Number purchase: \$2

Phone number maintenance: \$2/mo

SMS: \$0.0075 outbound, \$0.0075 inbound

Pictures to send: \$0.02

Why does this matter?

SMS Marketing Statistics: "The Brighter Side"

92% of the U.S. population owns a mobile device capable of receiving SMS

68% of the U.S. population owns a smartphone, 98% of the 18-29 age bracket.

Any mobile marketing campaign that ignores SMS text marketing also currently ignores 24% of the population, equivalent of 76 million potential customers.

It is also relevant that:

Among the 18-34 year-old age bracket, text is the preferred channel for notifications from businesses.

83% of millennials open SMS messages within 90 seconds of receiving them.

75% of millennials prefer SMS communications for deliveries, promotions, and surveys.

31% of consumers respond to SMS surveys, with an average response time of less than six minutes.

Consumers are more likely to open text messages before any other form of mobile communication.

IVR Marketing Statistics: "The Not So Bright Side"

A study done by Vonage (Feb 2020) had the following statistics:

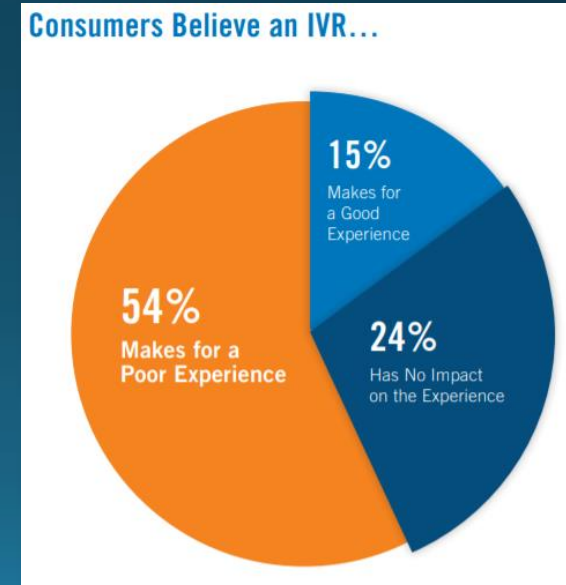
61% of consumers feel IVR poisons the customer experience

13% say it makes for a good experience

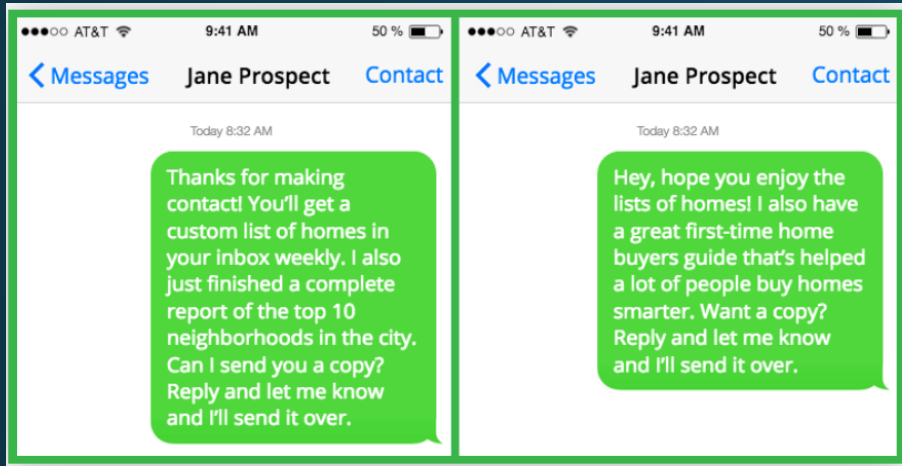
21% say it has no impact

85% of customers say they have abandoned a call to a business using IVR

On average per call, 27% of customers abandon calls because of an IVR

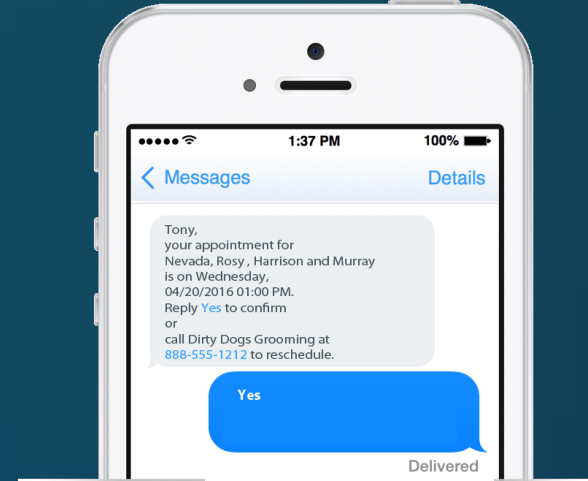


Real Estate



Provides additional properties to consider during home searches and demonstrates knowledge base

Appointment Reminders



Touch base with clients or employees to ensure appointments are made.

Retail



Devout brand followers convert with properly driven SMS adverts.

Metrics to watch:

Average Handling Time: The average time of a call from initiation to completion.

Call Abandon Rate: Inbound calls made that are abandoned by the caller before reaching an agent (if applicable).

SMS Containment Rate: Rate at which SMS orders or inquiries are kept in the messaging cycle before forwarded to an agent.

Zero Out Rate: Rate at which callers “zero out” to talk to an agent.

Why these metrics are important:

Bottom line is that a better automated system improves customer satisfaction. However, a bad IVR/SMS system could adversely affect your business rating. Ensure that these systems are tested internally and externally before implementation.

Secondary benefit would be operational cost. By automating orders or inquiries, you are removing a task that either you or your employee would be doing. However, call load will increase with a poor SMS containment rate or high Zero Out rate.

Ensure the IVR/SMS system is tested thoroughly before going live.

Where Did This Topic
Come From?

Problem Statement:

2020 COVID-19 Pandemic has left many citizens of Central Texas communities unable to leave home due to illness, children, disability, travel, or other circumstances.

People in domestically violent situations may be on quarantine with their abusers.

Proposed Solution:

Create an IVR/SMS response system that directs calls/requests to a line of volunteers.



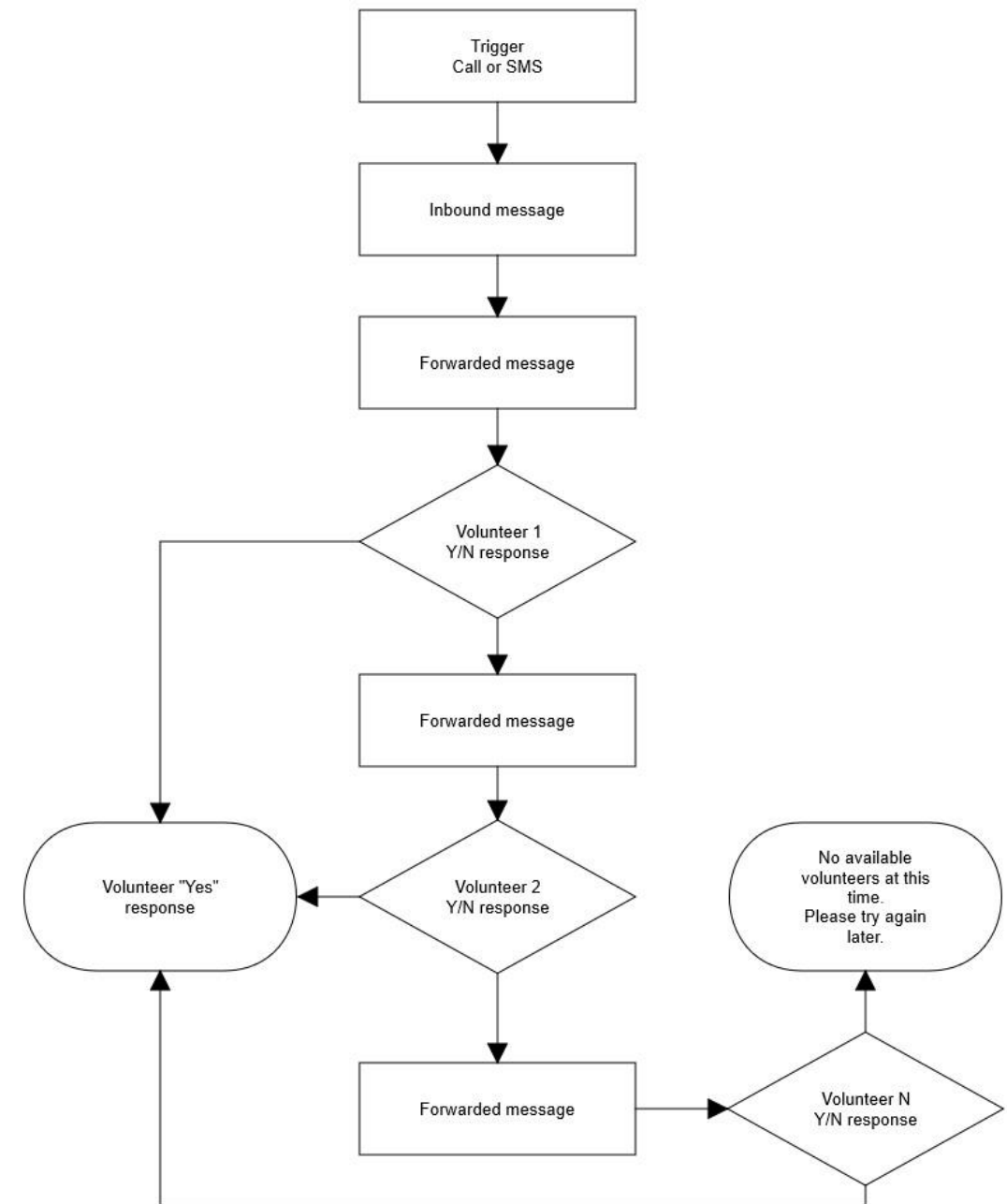
Due to the pending outbreak in Central Texas, a support line would benefit the community.

The SMS/call center would be staffed by volunteers. Each request would be sent down the volunteer line.

Status: In development

Future additions:

- Output of "Yes" responses to a Google Sheet to show location and call type.
- Google Sites signup page for visibility and volunteer signup.
- Possible donations from local groups and charities.



Questions