

* Explain importance of text message with respect to communication with user.

There are many ways to communicate with those around you, but if you're running organization that relies on quick interaction with you & your user, a more reliable, faster method may be needed on mobile devices. Text messaging is perfect for any sized organization, here are reasons why:

① Quick Response Times:-

Did you know that 90% of text message are read within 10 minutes. And you send message that falls into that 10%, you'll be happy to know that on average, people will look it at their phones 150 times a day. Text message to be replied to in real-time or from auto responders & they're cost effective. Because of this reasons, difference between the response time of emails or phones calls and text messages is phenomenal.

② Multiple Streamlined Conversations at Once:-

Each person in organization has the ability to answer just one phone call at once. Depending on size of organization, & amount of customer interaction you'll get, this may not be viable for you. With two way text messaging, each staffer can engage in multiple text conversations at once, & they'll be able to reply to new conversations while first user takes time to reply back.

③ Text Messages Keeps User 'in the Loop':-

While social media can be a great way to convey message to your followers, you may not be reaching all of your user among all social noise. By text instead, you'll be able to send out message about updates for your organization, new services & any information you think could be useful to your user and ensure they'll read it.

④ Make things easier for your Users & Staff:-

Communication through phone calls may be time consuming, costly & inefficient way to share electronic data. Users have to write down any information they need, & in the heat of moment they could easily get information wrong, ask for it repeated & grow frustrated. Phone calls have their place, but in many communication all that is required is short, quick information, making text messaging the perfect medium to reach those on-the-move.

⑤ Provide Great Service & Support:-

No matter what service you provide, good communication with users is incredibly important. Great service will determine whether user feel comfortable to come back to you again, & this can be difficult to achieve with phone calls or emails. If you have multiple user trying to access your lines, waiting times may turn users around, something that can be easily fixed with text messaging. Email can be used to quickly reply to users, but without having an obvious notification, user may not notice they have a reply to the email they've send & the reply times between you & your customer could be hours or even days. With text messaging, you'll be able to provide a much better experience for your users & hopefully it will be one they will be happy to come back to.

There are many ways to communicate with your users, but when it comes to reaching them everywhere in the quickest amount of time, nothing beats text message. If you host events, conferences or meetings, text messaging is a great way to engage your attendees & increase audience participation.