

Bulk SMS for Retailers

Today's high street is a battleground – the need to entice shoppers to spend money means stores are forever devising ways to attract customers' attention and maintain loyalty.

Email communication works well for online sales. For bricks and mortar stores however this method of communication is not so effective.

Email communication can easily be confused for spam and be blocked by the email client or even ignored by the customer. Studies show that 90% of all emails sent are spam versus 1% of text messages.

SMS also beats email hands down when it comes to open rates. The open rate for SMS is a massive 98% compared to 22% email; a massive difference.

This is where PhonovationResponse's bulk SMS comes into play.

Increase sales with effective communication

As a mobile phone communications tool, PhonovationResponse's SMS messaging tools let you send a single text message from a PC to thousands of customers- customers who you know will open your email and read it.

98% of all SMS are opened versus 22% of emails.

In a simple type and click you can alert them to in-store offers and events, sales promotions and loyalty schemes on the go. You can even intelligently target your customers directly while they are in your shop, to take advantage of the in-store discounts, offers and sales promotions.

Regularly communicate company news, Corporate Social Responsibility (CSR)

campaigns and even employment opportunities- there are countless opportunities to stay in touch with your customers through SMS.

A two-way street

SMS messaging isn't just one way- customers too can text message you back with stock enquiries, product reservations, delivery enquiries or general customer issues. This encourages customers to become active stakeholders in your business as well as boosting customer loyalty and increasing revenue.

By incorporating the PhonovationResponse SMS Gateway technology into your IT systems you can take your business to the next level in a cost-effective and efficient way that works.

PhonovationResponse's SMS gateway is used by some of Europe's biggest companies - Investec, Liberty Insurance, Vodafone and UPC - to help drive sales, improve customer communication, reduce costs and provide a better customer service.

Take your business to the next level in a cost-effective and efficient way that works.

The powerful PhonovationResponse SMS Gateway is robust enough to handle the most demanding of SMS campaigns. With a unique capacity to send 500 SMS messages per second it can provide a 24/7 fail safe platform for your communications.

Call **+353 1 2843011**

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SMS from retailers	SMS from customers
Highlight offers, promotions, discounts	Engage with the store immediately to solve complaints or issues
Reward loyalty with SMS voucher schemes	Enquire about specific stock
Launch quizzes and Games	Reserve goods
Communicate delivery notifications	Ask about delivery schedules
Launch customer voting campaigns referencing new lines to gauge product popularity or customer trends	Register interest in available job positions through SMS technology
Communicate company news and openings	
Report on company CSR initiatives	