

# 10 One-to-One Business Texting Use Cases for Efficient Customer Communication

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## Reminders



From **billing reminders** to reminders of scheduled appointments and upcoming events, text message reminder campaigns can help businesses ensure that customers don't forget important dates and actions required on their part.

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## Verifications and Confirmations

Identity verification, order approval, payment authorization, appointment confirmation – these are some of the many ways in which businesses can use text messaging to validate transactional information with customers.

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## Updates

Going beyond the usual shipping/delivery info, keeping customers informed about important business updates that are relevant to them is a great way of using text messaging apps to engage customers.



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## Customer Feedback



Using text messaging, businesses can gather customer feedback through text surveys to keep themselves informed about what areas need improvement. It is also the perfect channel to stay abreast with current pain points of the customers.

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## Prompts for Renewals and Repeated Purchases

If used wisely, text message prompts for upcoming renewal dates and potential re-order occasions can be lucrative opportunities for businesses to scale up their efforts for getting more repeat purchases.

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## Electronic Documents



With the advent of OTT and RCS, sending electronic documents like forms, receipts, price quotes, inventory details, product catalogues, etc. over text messages has become just a matter of few clicks. Saves time and makes the process of reviewing and signing docs highly convenient.

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## Upgrade Offerings

Businesses can use text messaging to up-sell and cross-sell their products/services by communicating with customers about potential upgrade opportunities

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## Transaction Alerts

This use case is especially crucial for businesses operating in the financial sector. Sending real-time text message alerts to customers about the latest transactions of their account is the perfect way to maintain transparency between the parties

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## Seasonal Greetings

Sending **seasonal greetings** and **wishes** for important milestones like birthdays and anniversaries is a fantastic technique to create some goodwill. It is a subtle way to take advantage of the festive mood to build brand affinity for your business.



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## Product Launches

Businesses can leverage text messaging channels to promote new products among relevant customers in their target list. This, accompanied by text marketing strategies like discounts and promo codes, can quickly generate additional revenue.