

# How Next Generation Wireless Engages Their Customer Base Using Statflo

## Why convenience wins every time

When there was a lot of uncertainty surrounding the pandemic, Derek and his team were proactive about changes that made immediate sense but then waited to assess the impact of those changes before taking further decisions.

One thing they knew for certain was that they needed to provide their customers even more convenience to entice them to shop.



Next Generation Wireless is an Authorized Agent of U.S. Cellular who pride themselves on offering both our customers and associates the support and service they've grown to expect

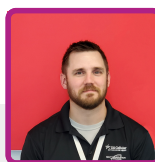
<https://ngwtoday.com.com>

### Store count

11

### Locations

Iowa and Illinois



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With Statflo, we can get in touch with 100+ customers in under an hour. It's a great way to reach out to people to promote new things we have going on our side.

**Derek Lindstrom - Area Sales Manager, Next Generation Wireless**

Next Generation Wireless used Statflo as a non-intrusive way to engage their customers remotely. A sales associates would send a text message to their customers using Statflo's Chat Starters to inform customers about their latest service offerings like curbside pickup.



Interview with Derek Lindstrom