



## 6 EXAMPLES OF HOW SMS API CAN ENHANCE CUSTOMER EXPERIENCE

Use SMS API to deliver personalized messages at the right moment

A successful business is built on great customer experience through consistent and timely communication. Studies show that customers want to receive personalized and relevant messages from businesses they transact with.

### QUICK FACTS ON CUSTOMER SENTIMENTS

80%

80% of customer interactions are expected to happen via digital channels by 2025.

Source: Gartner

82%

of consumers want more human interactions from brands but 59% of them also feel that companies have lost touch with the human element when it comes to customer service.

Source: PwC

75%

of online shoppers want brands to deliver personalized offers and messages.

8%

improvement of conversion rates is seen with effective personalization of digital experiences.

74%

of consumers get frustrated if the content being served to them isn't relevant to their lives.

Source: Shopify

Here's how Globe Business can help you build a better customer experience with SMS API:

- ✓ **Real-time communication.** Integrate SMS APIs into your existing applications, and automate SMS messages based on specific triggers.
- ✓ **Custom sender ID.** With a registered custom sender ID, your messages are identifiable, assuring customers that they are receiving a legitimate message from your business.

### ENHANCE CUSTOMER EXPERIENCE WITH SMS API THROUGH:



#### Order and Delivery Notifications

Keep your customers up-to-date every step of the way.



#### Bill Reminders

Increase your collection efficiency while helping your customers avoid late fees and other finance charges.



#### Two-Factor Authentication

To avoid security risks, keep your customers secured with One-Time-Pins.



#### Queueing and Booking

Allow customers to book appointments or get a queueing number via SMS so they spend less time waiting.



#### Appointment Reminders

Reduce the chances of missed bookings by sending reminders.



#### Proactive Support

Allow customers to text questions and wait for your reply instead of waiting in long phone calls or physical lines.

SIGN UP HERE

Improving your customer's experience is now more affordable with Globe Business' SMS API.

Sign up by August 30, 2022 and get free additional SMS credits!