

# Five basic rules for carrying out SMS surveys

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## 1. Obtain the consent of the recipient

Just like when sending e-mails to your customers, consent must be obtained before sending an SMS and this must be recorded in your documents or database. The new EU General Data Protection Regulation must also be complied with by all Swiss companies in practice. Consent, also referred to as “opt-in”, means that the personal data of those concerned cannot be recorded without express agreement. It is worth complying with these provisions, as you might otherwise be subject to high fines. For this reason, offer your customers the opportunity to tick a box upon registration, ordering or contact.

In the case of customer surveys that are not necessarily commercial (no advertising, invitation, info on promotions, etc.), it is possible to proceed without an opt-in.

## 2. There should always be a direct reference to an interaction

Please ensure that the sending of your SMS messages is always in direct reference to your business activities, for example an order or a support query.

## 3. Choose the right sender and the right time

Do not simply use a telephone number with which your target group is unfamiliar. Choose the company's name or the name of a person as the sender.

Consider the precise time at which you wish to contact your customers and alter the time of dispatch accordingly. Don't forget to conduct a test using a mobile number of your own.

## 4. Meet your customers' expectations with respect to SMS messages

Every communication method raises different expectations among your target group. An SMS survey requires you to have the capacity to be able to respond to feedback quickly. Customers who answer by SMS are highly likely to expect a quick response – and not by call or e-mail but by text message. This means that you must meet the technical requirements for this and have sufficient resources to interact with your customers using this medium.

## 5. Offer an opt-out

Just as with the “opt-in”, the EU General Data Protection Regulation requires your customers to have the opportunity to remove themselves from your distribution list again (= opt-out). This option must be offered to customers in a simple and clear manner.

In the case of customer surveys that are not necessarily commercial (no advertising, invitation, info on promotions, etc.), it is possible to proceed without an opt-out.