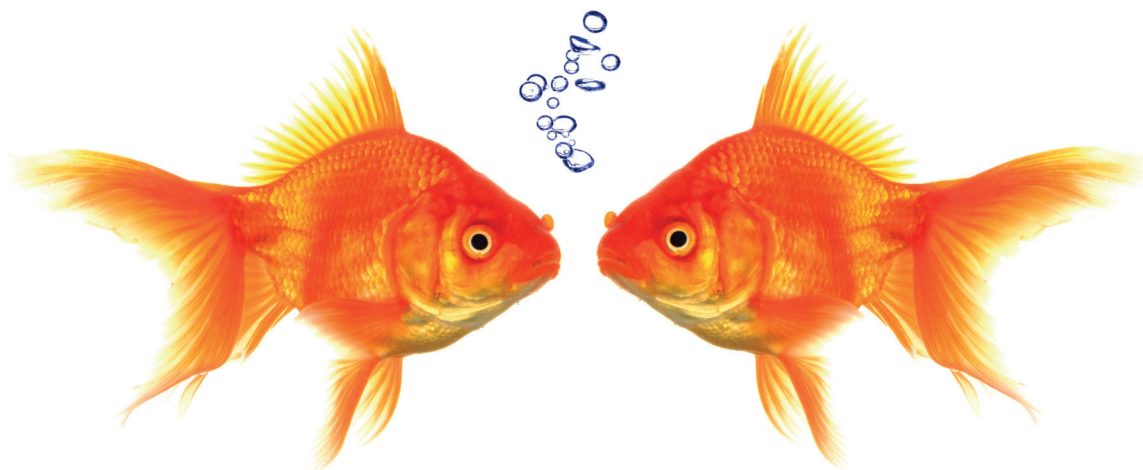


WHITEPAPER ECALL BUSINESS MESSAGING

Strengthen your customer relationships via SMS



Is your target group blind to advertising and is their attention span shorter than a goldfish's? The "advertising blindness" effect is the result of years of penetration by Internet push activities such as online banners and e-mail newsletters. How can you make sure that customers or prospective customers successfully take note of your advertising messages? The solution is very simple. It consists of a technology from the 1990s frequently said to be dead and small titbits of words: SMS and snack content.



For all companies, dwindling attention among customers and prospective customers is a huge challenge. The rapid development of the Internet is literally flooding consumers with information.

So it is no surprise that the brain can only store impressions and mercilessly filters out everything else. A study by Yankelovich in 2007 found that the average person is confronted with around 5,000 advertising messages per day. Unfortunately, the human brain and hence our powers of perception are restricted to considerably smaller quantities.

LESS ABLE TO CONCENTRATE THAN A GOLDFISH

The findings of Microsoft's "Attention Spans" study are astounding: people's ability to concentrate has almost halved since the year 2000. From 12 seconds in the year 2000, people's ability to concentrate reduced to just 8 seconds in 2013. Even a goldfish has a longer attention span at 9 seconds¹. With around 11 million sensory impressions per minute, ultimately only around 40 remain in people's memories².

So how can you make a lasting impression on customers despite such overstimulation?

SNACK CONTENT

Create snappy content titbits for your customers and prospective customers that are light, digestible and attractively conceived. Snack content refers to content that is easy to consume and that doesn't require much time and attention. This occurs in particular by deliberately reducing information to the most essential and most relevant key statements.

SMS – AN "OLD" TECHNOLOGY IN THE FAST LANE

When it comes to the use of text messages, opinions are strongly divided. Some marketing specialists consider the use of SMS to be old-fashioned and technically out of date, while others celebrate the revival of SMS in modern in-bound marketing. The **Short Message Service** is ancient history; the **Snack Message Service** is on the rise. In the B2C and B2B area, customer communication via SMS is becoming ever more important and enjoying increasing user numbers.

WHAT EXACTLY SPEAKS IN FAVOUR OF THE USE OF SMS IN CUSTOMER COMMUNICATION?

This short text format is the perfect communication method for sending snappy messages to your customers or prospective customers. Messages that are short, brief and to the point.

The usage and opening rates of SMS speak for themselves. According to data from the magazine Forbes, 95 per cent of all SMS messages are read within three minutes. In addition, they cannot get caught in a spam filter where they are deleted without having been read and so don't get lost in the crowd. Furthermore, the SMS format is still the **only technical standard that works globally on all mobile phones**.

Since text messages are generally easier to consume, readers have no issue even with an average of 20 mobile phone messages per day: they simply read them as they go.

In contrast to SMS, a **maximum of 27 per cent** of e-mails sent for advertising purposes are opened and read: they are usually too long and not interactive enough for readers.

Unlike WhatsApp messages, SMS can be sent by all mobile devices to all mobile devices **without being logged into a Wi-Fi**. In addition, not all mobile phones support the use of mobile apps. This not only applies to older Android versions, but also to BlackBerry and Nokia mobiles.

When compared with other marketing forms, SMS advertising is inexpensive: you do not require special software and have no printing and postage costs.

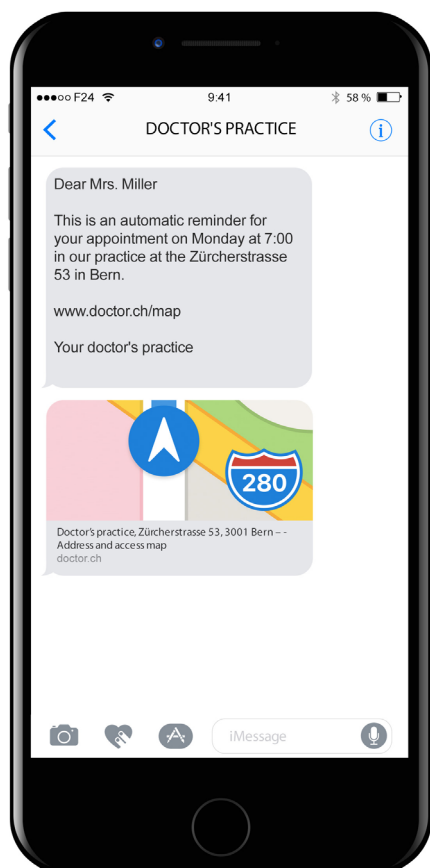
You simply choose a suitable SMS messaging service, such as eCall. SMS marketing has a higher response rate than advertising letters and printed advertisements: experts estimate the average response rate to be 10 to 20 per cent. SMS messages are also considered to be trustworthy and very secure: they are subject to the telecommunications provisions of the respective country and their official supervision. If you wish to expand your internal CRM or ERP system to include the option of advertising via text message, you can do so easily: variable interfaces enable the uncomplicated integration of SMS dispatch into your company's existing IT environment.



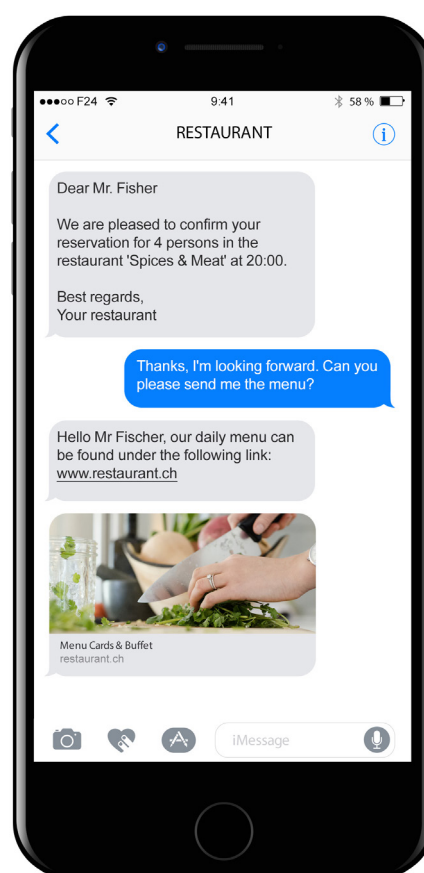
OPTIMAL AREAS OF USE FOR SMS COMMUNICATION

Text messages can be used in customer communication in very diverse ways. We are delighted to demonstrate and visualise possible areas of use for you:

- If you are an app developer, you can increase the number of downloads of your apps on your website by promoting applications via SMS. For this purpose, you simply integrate a call to action such as “Get app” or “Get link” in your text message. If interested readers then click on the button and enter their mobile number, you send them a message with the download link.
- As a dentist or doctor, you can remind your patients via SMS about their imminent appointment. You can also offer them useful tips that are tailored to the individual medical findings. With automatic appointment reminders via SMS, you can reduce the number of missed appointments by up to 50 per cent³. This enables you to optimise your appointment management and avoid lost turnover.
- A high focus on guests is emphasised in the hotel and hospitality industry, and more generally in the travel sector. Offer the option of receiving confirmation of a booking or the reservation of a table, event or package directly via SMS. Or inform your customers on the day of travel about the weather forecast for their destination or the current exchange rate. All of this can be done without WLAN or the Internet.



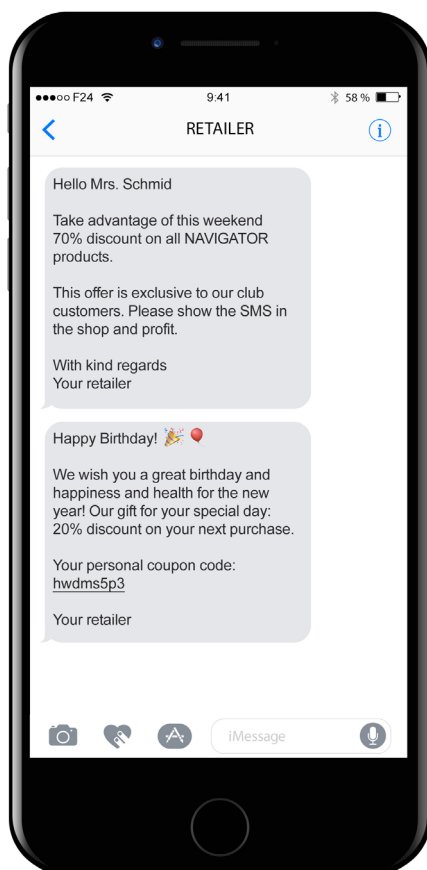
Sample text for appointment reminder



Sample text for reservation confirmation

- If you offer hosting services, you can improve your customer service in the event of a server outage by informing your customers by SMS of when the fault will be fixed.

- If you are the owner of an online shop, for instance for women's fashion, you can inform your SMS newsletter readers about your new fashion items and send them discount coupons, or you can provide them with information proactively on the current delivery status of their parcel. Customers value quick and direct communication, particularly with respect to precise information about an order and its delivery status.



Sample text for customer communication

Further examples and text templates can be found [here](#).

WHAT YOU SHOULD KEEP IN MIND DURING SMS COMMUNICATION

If you wish to use text messages as part of your marketing mix, you must first collect data about your recipients – but only to the necessary extent. After all, this is the only way to send messages in a targeted manner. Sort according to region and age group. The customer's status is also important: existing customers should receive personalised offers in which their individual preferences are taken into account. More general offers should be used for prospective purchasers. Only enter people in your SMS list if they have granted their consent to this. Conduct your **SMS advertising campaign** in such a way that it is optimally geared towards your target group: design it to include attractive offers and promotions for loyal, long-term customers. Round off the information for customers with contact options, such as links to your landing page or company website. Due to the 160-character limit, use a short URL, but not one that has been processed using a link shortener such as **bitly**: this reduces the conversion rate.

Please take into consideration the applicable Swiss and, if necessary, the new EU data protection guidelines.

Even though it seems tempting, don't overwhelm your prospective customers and customers with too many text messages. It is also best not to send SMS in the early hours of the morning or late in the evening. Please don't forget that text messages can be more quickly perceived as an annoyance due to the high availability of mobile devices. Choose the hours of the day that best suit your company and customer behaviour. For instance, if you offer a pizza service, send your pizza offer at around 11 a.m. or 6 p.m. If you are not sure which SMS formats and advertising text will be better received by which target group, carry out A/B tests. Regularly check content and timing, including in relation to existing customers, and implement optimisations after concluding your analysis.

LEGAL STIPULATIONS

To be able to send advertising messages to readers' mobile phones, they must first be registered in your SMS list. By opting in, they grant permission for this.

Where readers register is not important: you can integrate the opt-in in your e-mails or SMS messages, on your landing page and in your contact form. The process is the same as that for the e-mail declaration of consent. The only important thing is that you subsequently only use SMS numbers for this purpose. You are also legally obliged to give readers the opportunity to opt out. If they take advantage of this, you are not allowed to send them any further advertising messages. In addition, their data record must be deleted definitively (provisions of the EU's General Data Protection Regulation). The same applies if you send mass texts without prior approval to any target group.



HOW TO GET MORE OPT-INS

To get as many people as possible to register, you should provide your readers with a particularly attractive offer. Free initial advice and a free software download are also of interest.

The same applies to advertising SMS as to other content: they must be interesting, address the needs of the reader and, of course, offer high added value. You can also increase the number of opt-ins by providing special customer information that is in line with the reader's interests.

ECALL – YOUR STRONG AND RELIABLE PARTNER IN SMS COMMUNICATION

With eCall's SMS gateway, you can create the basis for high reach and interaction rates. It is a simple and effective solution that can be implemented within your existing IT infrastructure without any problems using interfaces. This provides you with the greatest possible flexibility.

The cloud-based eCall platform offers you multifunctional solutions to send and receive business-relevant text and voice messages worldwide. As a Software-as-a-Service (SaaS) provider, eCall does not require special IT infrastructure or additional software. It enables you not only to improve your communication efficiency but also to increase the benefits for your customers and employees.

Information on sources:

¹ <http://time.com/3858309/attention-spans-goldfish/>

² Häusel, H.-G. (2014). Neuromarketing: Erkenntnisse der Hirnforschung für Markenführung, Werbung und Verkauf (S. 83). Haufe-Lexware.

³ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5915671/>



F24 – Your reliable partner for emergency notification, crisis management and critical corporation communications.

F24 is the leading software-as-a-service (SaaS) provider for emergency notification and crisis management (FACT24) and for sensitive and critical communications (eCall) in Europe. With FACT24, F24 offers a highly innovative solution and helps customers all over the world to successfully and efficiently manage incidents, emergencies and critical situations. F24 AG is the first and only non-American provider listed in the latest Gartner Report for emergency/enterprise mass notification services (EMNS).

With its headquarters in Munich, Germany, the company is subject to German data protection laws and regulations and hosts its FACT24 SaaS system exclusively in German data centres. Furthermore, applying a variety of additional measures, F24 ensures added protection for both national and international FACT24 customers alike. Enterprises that select FACT24 are ideally prepared for any threat scenario, data protection and security included, of course.

F24 Schweiz AG (founded in 1992 as Dolphin Systems AG) with offices in Wollerau (Canton Schwyz) is member of the F24 Group since 2016. With eCall, the company has more than 25 years of experience in implementing telecom and IT solutions on the Swiss market. The eCall platform offers solutions for high-volume communications of critical to confidential content in the business environment.

For additional information, please contact us at any time via our website www.f24.com.



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