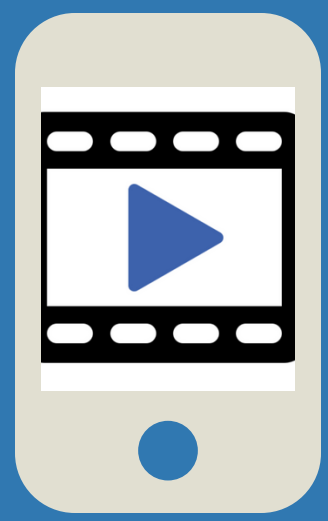


TEXTING

THE PREFERRED PLATFORM



90%

OF TEXT MESSAGES ARE OPENED
WITHIN 3 MINUTES ¹

90%

OF CUSTOMERS PREFER TO BE
TEXTED RATHER THAN CALLED ²

89%

OF CUSTOMERS WOULD LIKE TO USE MESSAGING
TO COMMUNICATE WITH BUSINESSES ³

YET ONLY

3%

OF CUSTOMERS RECEIVE TEXT MESSAGE
UPDATES ⁴

10x

A TEXT MESSAGE
IS 10X FASTER
THAN A PHONE
CALL ⁵



TEXTING IS THE #1
PREFERRED
CUSTOMER
SUPPORT
CHANNEL IN THE
U.S ⁶



THE AVERAGE
RESPONSE TIME
TO A TEXT IS ONLY
90 SECONDS ⁷

References

1. "45 Texting Statistics That Prove Businesses Need To Take SMS Seriously." OneReach Blog. N. p., 2018. Web. 9 July 2018.
2. "50 Texting Statistics That Can Quench Everyone'S Curiosity, Even Mine." Medium. N. p., 2017. Web. 9 July 2018.
3. Carufel, Richard. "9 Of 10 Consumers Want To Text Message With Brands—But Most Businesses Can'T Support That Experience." Agility PR Solutions. N. p., 2016. Web. 9 July 2018.
4. "J.D. Power 2017 U.S. Customer Service Index (CSI) Study." J.D. Power. N. p., 2018. Web. 9 July 2018.
5. Burke, Kenneth. "73 Texting Statistics That Answer All Your Questions." Textrequest.com. N. p., 2016. Web. 9 July 2018.
6. Burke, Kenneth. "73 Texting Statistics That Answer All Your Questions." Textrequest.com. N. p., 2016. Web. 9 July 2018.
7. "45 Texting Statistics That Prove Businesses Need To Take SMS Seriously." OneReach Blog. N. p., 2018. Web. 9 July 2018.