Business Text Messaging
Solutions

HEYMARKET BEST PRACTICES

Heymarket is an enterprise-class solution that delivers a professional text messaging service enabling businesses to add text-messaging capabilities to more common voice and email communication streams.

Text messages are considered more personal and offer more immediacy than other modes of communication. However, without Heymarket, it is very difficult and time consuming to manage and track text messages sent from individual personal phones by your employees. Bringing the same level of manageability, utility, and organization to text messaging that already exists for email and voice enables organizations to substantially improve marketing, sales, customer service, and profits.

The Best Practices Guide

With a solution as capable and broadly applicable as Heymarket, there are many potential use cases; it can become hard to pick the best options. This Best Practices Guide will identify a number of effective Heymarket use cases that have been proven in real world use.

This document highlights just a few of the many potential use cases, but these examples will help generate ideas of specific implementations that are the best fit for your organization.

There are two primary types of use cases in this guide: Customer service/support and pre-sales process improvements will be the focal points.

Customer Support/Service Best Practices From Heymarket

1. Provide a Single Phone Number for Text Based Support
Text messaging is becoming an important method of customer service and support. However, for many businesses there is no central or consistent phone number for this service. For this reason, when an employee leaves, or changes position, those support texts may be lost or misdirected, negatively impacting the customer experience.

Using Heymarket, it is now possible to have a single, dedicated text message number for the customers, and the messages to the central number can be easily distributed to the correct individuals. Multiple employees can view all messages in a single inbox. Anyone in the team can assign the message to themselves and reply. This process also ensures better customer support, as it is now easier to expand "off hours" coverage of the customer support function, and ensure staff coverage of the support center regardless of paid time off or employee vacations. Businesses can also benefit by creating different numbers for different segments of customers: by region, by team, or product/service.

2. Effective Outreach to Introduce Support or Customer Service Staff

Many businesses find it's critical to introduce their support or customer service staff to customers as soon as the relationship begins. In some scenarios it is essential that the personal contact information for the support person or staff is delivered, or, the process for support is communicated effectively.

Unfortunately, older approaches may not have the necessary level of success for making introductions. Many of these customers get a lot of email every day, or, are screening calls, which may make email and voice outreach less effective. This is where Heymarket text messaging truly shines. With much higher "open" or successful contact rates, the ability of the business to ensure that new customers are immediately engaged with their support or service time is substantially increased. For some businesses, the ability to transition from selling, to an active customer relationship will determine the eventual success or failure of that relationship. Using Heymarket is a new tactic, and its novelty makes it more effective.

3. Improve the Speed of Customer Response

Text messaging is a medium that includes the expectation of quick response. Using the Heymarket solution improves response speed for both customers and your own organization. From the customer's perspective, having the Heymarket text messaging system ensures that their text will be routed to a support or service team member that will respond quickly and with accurate information based on their access to consistent content designed for the text messaging service. This meets the promise of text messaging immediacy.

From the employee's perspective, customers are more responsive and will interact faster with text messages than other mediums. This means that the support rep finds out faster if the proposed solution was acceptable and if there is any other actions that are required before that particular support ticket can be closed.

4. Enhance Support with Pictures

Many customer service or support organizations are finding that the use of photos and videos is a major leap forward that improves the likelihood of a positive outcome. However, the current approach of phone-based support followed up with an email that includes a file attachment has limitations.

However, the current approach of phone-based support followed up with an email that includes a file attachment has limitations that include: Sending the image is time consuming; Substantial time lag as it can take a few minutes to more than an hour to get to the email to the customer; Problems with customer-side firewalls blocking attachments; Limited input from the customer as to whether the image provided a solution.

The Heymarket solution provides the immediacy of text messaging, together with native support for images. Further, the customer can usually determine in real time if that image (or a link to a video) will solve the problem or if there is a need for more files to be sent. Upgrading the support/service experience with Heymarket is a competitive differentiator in many vertical markets where the pre-sales support process has not changed in decades.
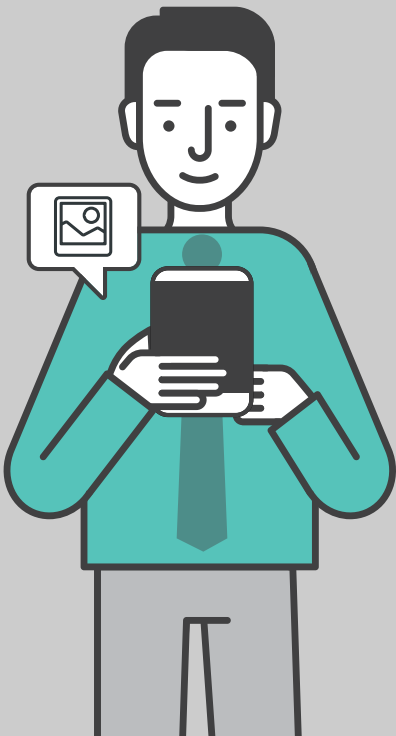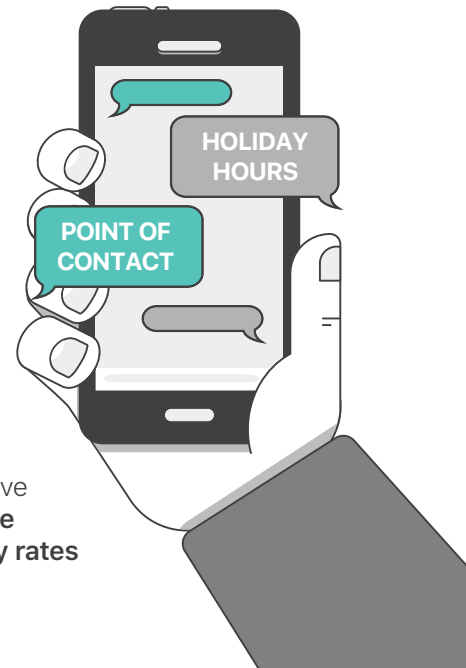
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Marketing Best Practices for Heymarket

1. More Personal Introductions

When businesses reach out with marketing programs, it is difficult to engage with a new prospect in a "personal" manner. Text messaging from employees with whom the customer has a relationship solves this problem. Text messages are perceived as much more personal and focused than blast emails, for example. Since they're coming from someone they know, customers open these messages at a much higher rate than blast emails. Text messages have an advantage as the recipient feels that humans and not machines generate them.

Heymarket is focused on having humans generate each message. Not bots, rules, or other software. That leads to more personalized messages and thus the much higher response rate. This approach has the benefit of starting a relationship between an employee and the customer or prospect based on the intimacy of text messaging. To reinforce just how effective this approach is, **Heymarket reports that the open rate for text messages is 98%, and the response rate is an astonishing 80%. For those with experience with the open and reply rates common in email marketing, these numbers are truly astounding.**

HOLIDAY HOURS

POINT OF CONTACT

### 2. Leverage Your Existing CRM Data and Contacts

Many businesses have a tremendous amount of valuable data stored in their existing CRM systems. Using Heymarket, it's possible to leverage this information using an entirely new communication medium. Custom fields and content that are contained in the CRM system can be integrated into Heymarket so that the text messaging outreach can be highly customized and this activity can be included within a larger CRM "activity" context. Using the CRM system with Heymarket allows you to narrowly focus text messages to specific recipients and even add a much higher degree of personalization that will make the message even more attractive. In cases where customers or prospects are not responding to email or voice outreach from the CRM system, text messaging can be incorporated to improve response rates. It can also work both ways: the content of the messages themselves can provide valuable insights that can be leveraged by CRM systems.

3. Consistent and More Effective Content and Formats

Many businesses want to use a consistent format for their messaging with content that has been approved by management and is proven to have the best results. Instilling this discipline is simple for email and voice communications, but has been difficult to extend to text messaging. With Heymarket it is now possible to bring the same level of consistency to the format and content of text messages. This consistency ensures that commitments to customers, discussion of product or service features, and pricing or terms are not being changed by individual employees. This also increases the efficiency of text messaging activity as the employees can use "pre-built" messages or message streams that have been approved by the management team.

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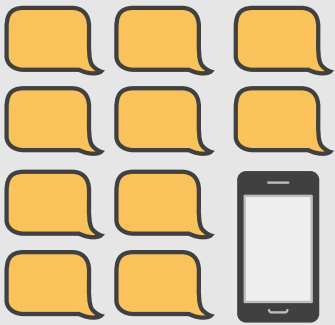
## 4. Structured and Sequenced Messaging

While most view text messaging as a "back and forth" medium, the reality is that the ability to send a planned and structured series of messages in a sequence that engages the prospect is a powerful tool. It is now possible to create a campaign that will regularly contact a customer with content that will resonate. With sequenced text messaging, you can also leverage existing email nurture streams that have been designed by the marketing team. Sequences of messages can be driven by a calendar or other set of events that make the most sense for the business and the prospects. Text messaging is an entirely different medium from email, allowing organizations to develop creative new campaigns that are enabled by the new technology found in Heymarket.

5. Lead Generation

Many prospects want to use messaging, rather than making a phone call, to get more information on a service or product. Using Heymarket, it is possible to publicize a single incoming text message phone number in all marketing material. As a best practice, you can use a different phone number for each campaign. It's a great way to segment prospects and assign them accordingly. The messages that come into this central number can be assigned to individual employees for personalized follow-up.
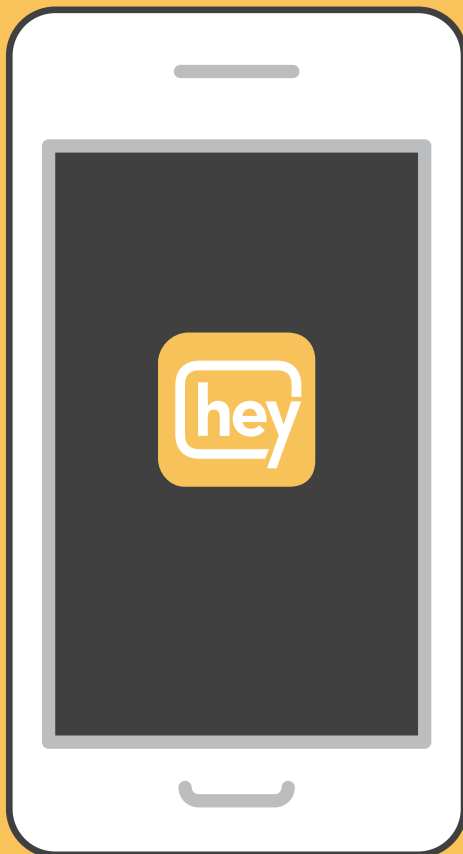
SUMMARY

Using text messaging to empower businesses and enhance communications with customers and prospects is a relatively new process – but one that holds the promise of numerous benefits. Forward-thinking businesses can take this opportunity to communicate with their customers in a way that is natural – and productive — for both. Customer and prospect adoption is rapid as they are very comfortable in using this medium — it's already a part of their daily digital life.

This "Best Practices Guide" provides examples of existing use cases for Heymarket. Businesses can use these solutions, or modify and combine them to deliver a new and compelling advantage for that organization.

IF YOU'D LIKE TO SEE MORE EXAMPLES OF HOW TO EFFECTIVELY USE HEYMARKET, OR GET MORE INFORMATION ABOUT THE SOLUTION, PLEASE GO TO

www.heymarket.com.