

# Text-enable your Landline and Toll-Free Business Numbers

Never Miss an Opportunity to Communicate Again!

Are your customers frequently waiting in queues to speak to your support representatives? Are you swamped with catching up on voicemail messages? Or worse, do you miss calls from your customers?

If your business faces similar challenges, you surely miss out on an opportunity to improve the communications with your customers. It is time to text-enable your business numbers, so you never again miss an opportunity to connect with them!

## Consumers prefer texting

Americans prefer texting to talking, with fewer people than ever using their phone to place calls. Texting is natural and non-intrusive for customers, and easy for companies to use. In fact, texting has become the dominant way of communicating for adults under the age of 50.

### A Harris poll found that:

**64%** of consumers would prefer using texting over voice as a customer service channel.

**77%** of young consumers, age 18-34, are likely to have a positive perception of a company that offers texting.

**81%** of all consumers agree that it is frustrating to be tied to a phone or computer to wait for customer service help.

## Why text-enable your business number?

There are many strong reasons why businesses should enable their landline and toll-free business numbers for text messaging. Among them are:

- Never miss an opportunity to communicate with your customers again!
  - Most 10-digit landline and toll-free business numbers in the U.S. and Canada can be text-enabled.
  - You do not have to change your business number to offer texting services.
  - Texting is very affordable and easy to implement.
  - You can reach your customers globally with SMS messaging.
  - For non-toll-free texting in the U.S. and Canada, you can augment your text messages with images, audio, and video through MMS messaging.
- You can provide better customer service by reducing call volumes and wait times.
  - You can use texting as a new marketing channel for promotions and lead generation purposes.
  - You can drastically improve your open rates of text messages compared to traditional email messages.
  - You can utilize texting to notify or alert your customers.

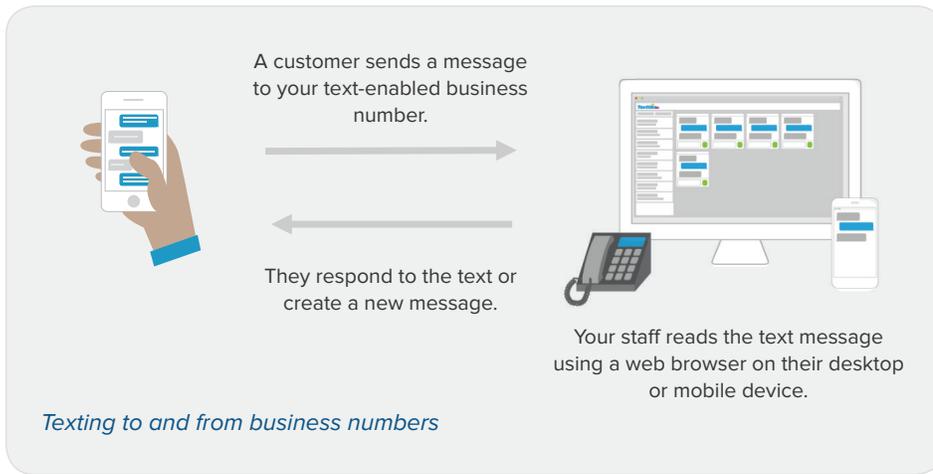
## How does business texting work?

If you acquire a new landline or toll-free number, it needs to be voice-enabled as a first step. Following that your new or already existing number can be provisioned for texting. The entire process is straightforward and you can be up and running with your text-enabled number the same or next business day.

Customers and prospects can now connect with your business from any mobile device, and your team can respond to incoming messages on your business lines from any web-connected device.

## Sample use cases

Text enabling your landline or toll-free number can be used to improve communication and customer satisfaction in many ways. Here are a few examples:



### Restaurant business

Engage one-on-one with your customers. Enable them to make reservations, ask questions, and place orders. Build customer loyalty with recurring subscription campaigns that offer promotions and reward programs.

### Insurance company

Insurance companies and their agents use MMS to streamline the claims process by allowing their customers to text picture messages of their damaged vehicles or other items. They can also use texting to keep their customers updated on the status of a claim.

### Automotive dealership

Customer responsiveness is very important, which is why dealerships use SMS to send text alerts to their customers to inform them when their cars are ready for pickup. They can also set up live texting support to further improve customer service.

### Real Estate business

Texting gives your real estate business a new and invaluable tool. By setting up auto responders for each property, potential customers can receive more detailed information instantly. Your agents can then follow-up by calling or texting to establish a more valuable relationship based on the specific property of interest.

### Customer Support hotline

Your support department experiences high call volume and is missing calls. Calling customers back is not only time consuming but risks a further round of phone tag. With SMS messaging, your staff can send quick, prompt, and succinct responses to their customers and prospects.

### Small business startup

Like any other business, large or small, you must constantly strive to differentiate your products and services from your competition. With real-time texting, you can offer a personalized service.

## Converse with your customers

When a customer sends a text to your business, your employees can reply by using a centralized texting application. Depending on the use case scenario, the application should:

- Run on any web-connected device – desktop, laptop, tablet, smartphone – so that all your business users have access to their conversations.
- Support real-time, two-way texting.
- Enable your staff to engage in multiple text conversation sessions concurrently.
- Send and receive SMS text messages and rich media content in the form of MMS messages.
- Allow an agent to take new customer inquiries in the queue, and transfer them for response to other agents.
- Support auto-replies, pre-written quick responses, and offer a forward-to-email option.
- Administrators and managers can view all conversations from one centralized application.



*Conversations, a centralized application for businesses texting.*

## About CSF

CSF Corporation is the leader in toll-free provisioning, texting, and least-cost routing (LCR). With more than 100 RespOrg and carrier customers, our SaaS platform, 8MS® Cloud, manages approximately 50 percent of all toll-free numbers and makes 70 percent of all provisioning changes in North America. With 8MS Cloud, our customers achieve, on average, 20 to 50 percent provisioning cost savings and reduce their monthly carrier costs by at least 20 percent. For more information, visit our website at [csfcorp.com](http://csfcorp.com), call 855-CALL-CSF, or text 855-225-5273