



## SmartSurvey SMS

# Improve response rates and customer engagement

Smartphones have taken over from laptops as the most popular device for getting online and therefore businesses now need to focus their strategy on SMS-based communications. By sending branded bulk SMS survey invitations, you can target users on the move – your mobile responsive survey, when opened, will automatically configure with your respondent's smartphone or tablet and be easy to complete.

Rapid mobile interactions are fast becoming routine among UK smart phone users with the average person in the UK checking their mobile phone around 85 times per day. In today's mobile focused world, 64% of consumers prefer to use SMS over email with 98% of messages read by recipients.

SmartSurvey's SMS service delivers the benefits of customer engagement and enhances the customer journey via a smartphone.



The number of smartphone users in the UK has risen to 42.7 million



The application to person SMS market will exceed £63 billion by 2022



98% of text messages are read, on average within two minutes



89% of consumers want the option of using SMS to contact a business



54% of customers will return to a business that communicates via SMS

# How to measure your SMS success

SMS can enhance how your business engages with consumers across the entire customer lifecycle. From the delivery of a survey invitation via text message, to evaluating the feedback of a product or service, SmartSurvey allows you to see the full picture.

If you're looking to collect feedback about a specific area of your business, a survey invitation sent by SMS could deliver the results you need fast.

Increasing customer engagement and improving your NPS score are easy to track using the SmartSurvey range of tools. The instant nature of the survey invitation being delivered directly to your customer on their mobile phone helps to ensure that their feedback is completely relevant and accurate. Depending on your CRM, you can trigger a text message to find out how a customer service call went or if your delivery met expectations.

SmartSurvey are the only digital survey solution provider that provide custom branded SMS and URL links for their customers. This again increases brand awareness and helps enhance survey response rates.

## The Benefits

- Simple to create and deliver
- Reach consumers on the move
- Increase customer engagement
- Collect accurate, real-time results
- Send unique branded SMS messages
- Create branded URL links
- Increase brand awareness
- Enhanced customer experience
- Higher survey response rates

*"Thanks to SmartSurvey, our communication strategy is making us stand out from the crowd. By using SMS, asking the right questions and acting on results, shows customers that IKEA is one step ahead of the competition"*

Alastair Ross,  
IKEA Customer Fulfilment Manager



**Discover how Smartsurvey SMS would benefit your business**

Call 0800 0937 822 or email [sales@smartsurvey.co.uk](mailto:sales@smartsurvey.co.uk)

Sources: Eweek.com, Harris Poll, digitaldoughnut.com, eMarketer