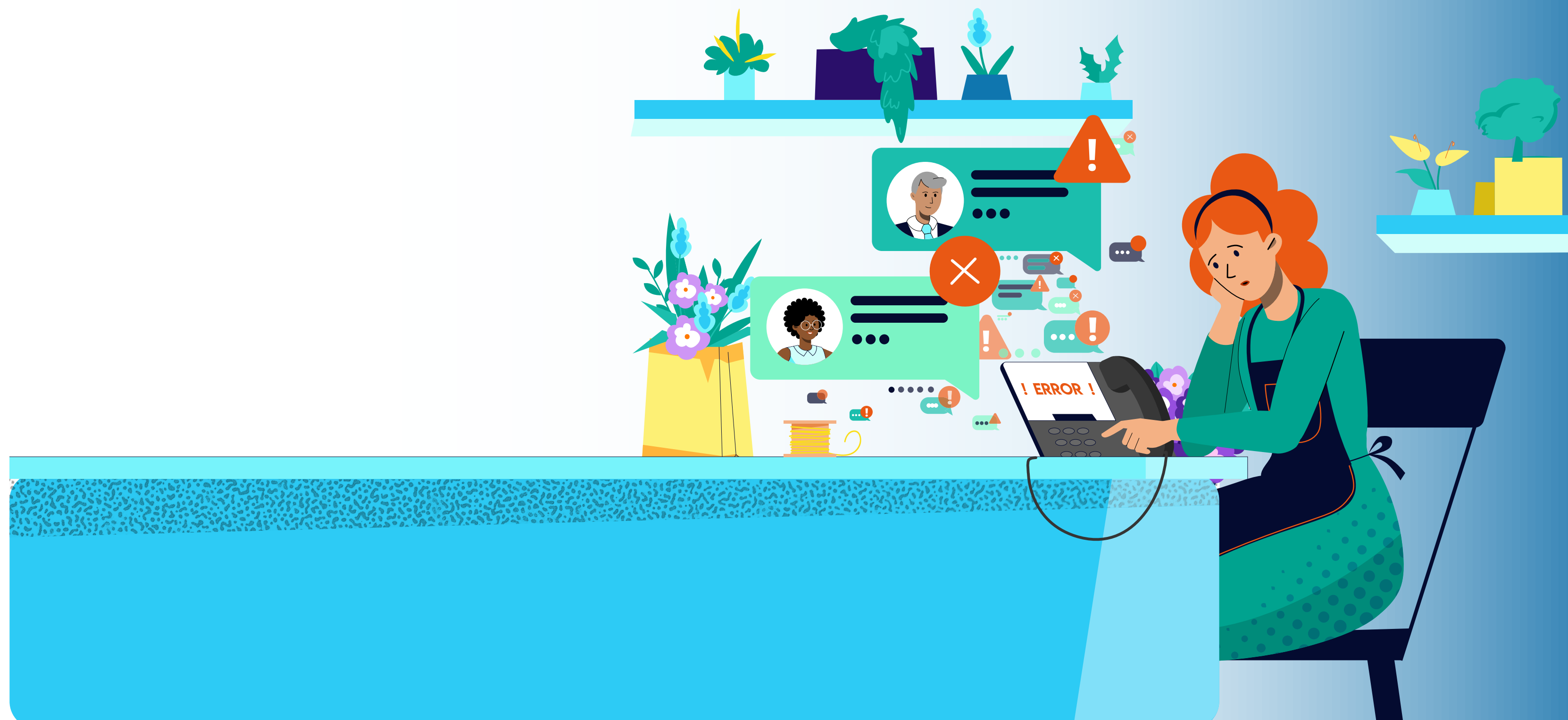




SMBs Need A Blended Communication Strategy



Contents

Survey Says Text is Not Enough

Why your Business Needs Text

Your Vertical Determines How Critical Text Is

What's an SMB To Do?

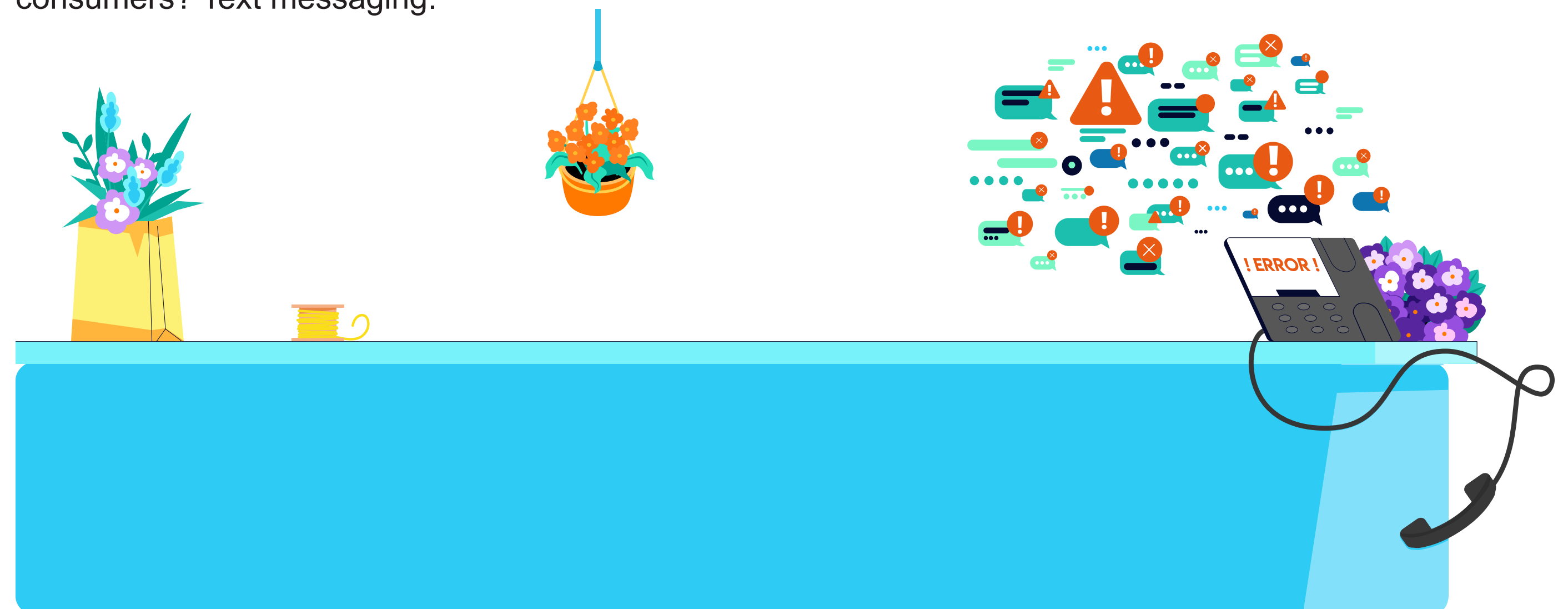
Key Takeaways

1

Survey Says Text is Not Enough

Cloudli Communications recently surveyed 1,000 US consumers to better understand their communication preferences with SMBs. Some responses were expected - for example, 94% of consumers reported that they wanted to support SMBs, consistent with the “shop small” movement that has gained momentum over the past months.

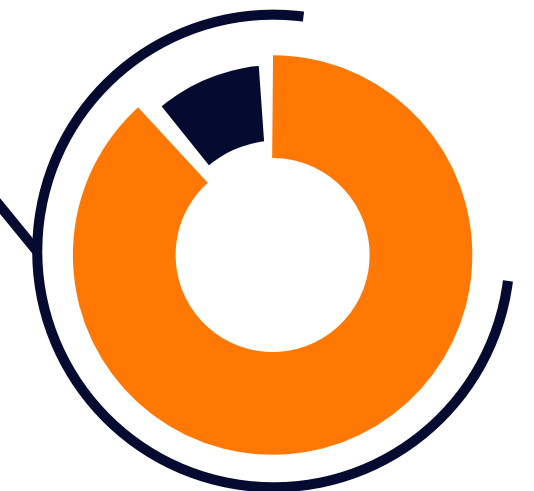
Other results, however, were more revealing: for instance, a staggering 87% of shoppers reported that they were often forced to turn to online shopping because purchasing locally was too inconvenient. The remedy in the eyes of 78% of consumers? Text messaging.



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87%

turn to online shopping because purchasing locally was too inconvenient



Contents

Survey Says Text
is Not
Enough

Why your
Business Needs
Text

Your Vertical
Determines How
Critical Text Is

What's an
SMB To Do?

Key Takeaways

2

Why your Business Needs Text

Over 80% of consumers want to text with their favorite brands and businesses. Despite the desire for text messaging from businesses, consumers have yet to see a significant increase in text messaging from SMBs. Instead, two-thirds of consumers report that less than one-third of businesses are texting them.

Interestingly, a considerable amount of shoppers (76%) report they'd be more likely to frequent SMBs that offer text messaging. Nearly three quarters said they'd make the switch to shopping local if the business offered text messaging.



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**Over 80% of
consumers
want to text
their favorite
businesses**

But what do customers truly want? Text messaging, phone calls, e-mails, snail mail? Shoppers ranked phone calls and the traditional mailed letter as the least preferred methods of business communication. Though phone calls ended up near the bottom of the heap, consumers aren't ready to ditch the phone just yet. In fact, sectors long associated with communication via telephone are still finding their phone ringing, with over one-third of consumers still preferring to call health and wellness providers and financial institutions. So while text messaging is an essential customer communication channel, there's still a place for voice calls, too.

Contents

Survey Says Text is Not Enough

Why your Business Needs Text

Your Vertical Determines How Critical Text Is

What's an SMB To Do?

Key Takeaways

Your Vertical Determines How Critical Text Is

Interestingly, consumers want to communicate via text with some businesses more than others. When reaching out to personal care businesses (e.g., spas, hair salons and barber shops) nearly 3X more people want to communicate via text rather than phone. Communication with restaurants and retailers via text messaging is also preferred, with 2X more people preferring to text.



73%



Report that texting has simplified their experience with SMBs



Cloudli's survey also revealed that consumers prefer digital communication when being contacted by businesses, ranking text and email communications neck-and-neck as the preferred method of contact across all demographics. Similarly, 73% of respondents reported that the ability to communicate with businesses via text messaging has improved and/or simplified their experience.

Contents

Survey Says Text is Not Enough

Why your Business Needs Text

Your Vertical Determines How Critical Text Is

What's an SMB To Do?

Key Takeaways

What's an SMB To Do?

When it comes to customer communications, less isn't more - consumers are clear that they want choice in how they communicate with the businesses they frequent. The need to adopt business text messaging is obvious, but that doesn't mean that SMBs can forget about phone calls altogether.

To adapt and survive in a world where big business and e-commerce are only a click away, SMBs will need to implement a blended messaging and call communication strategy to compete for customers, who increasingly want to text and talk with businesses.



Contents

Survey Says Text
is Not Enough

Why your
Business Needs
Text

Your Vertical
Determines How
Critical Text Is

What's an
SMB To Do?

Key Takeaways

5

Key Takeaways

- Nearly all consumers want to support local businesses. But in the eyes of the consumer, most small businesses lack a convenient, seamless customer experience.
- Over three-quarters of consumers think having the ability to text local businesses makes it easier to support them.
- The demand for text messaging is different across all verticals but consumers overwhelmingly desire options when it comes to communicating with SMBs.
- Small businesses will need to implement a blended messaging and call communication strategy to be successful in the very near future.

About

[Cloudli TalkNText](#) is the first single-subscription app to combine business phone with business texting — eliminating the need for small businesses to maintain two separate, costly subscriptions.

Small businesses can save big over industry-leading voice and messaging providers with one monthly subscription. Check out the [pricing comparison chart](#) for details.

