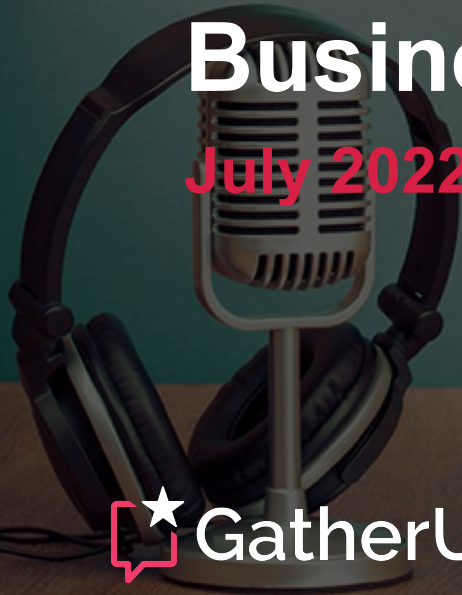


Bolstering the Customer Experience with Business Texting

July 2022



July Webinar Agenda

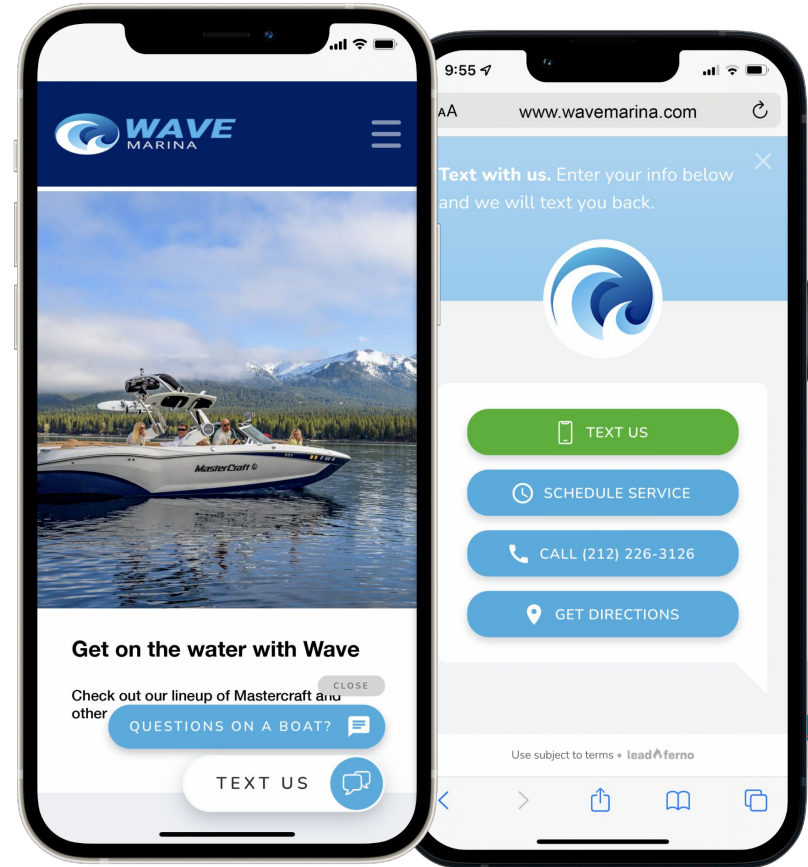
- Introduction
- Texting is a connection that improves conversion rates and customer experience
- Feedback closes the loop and informs your business
- GatherUp feature update





Aaron Weiche

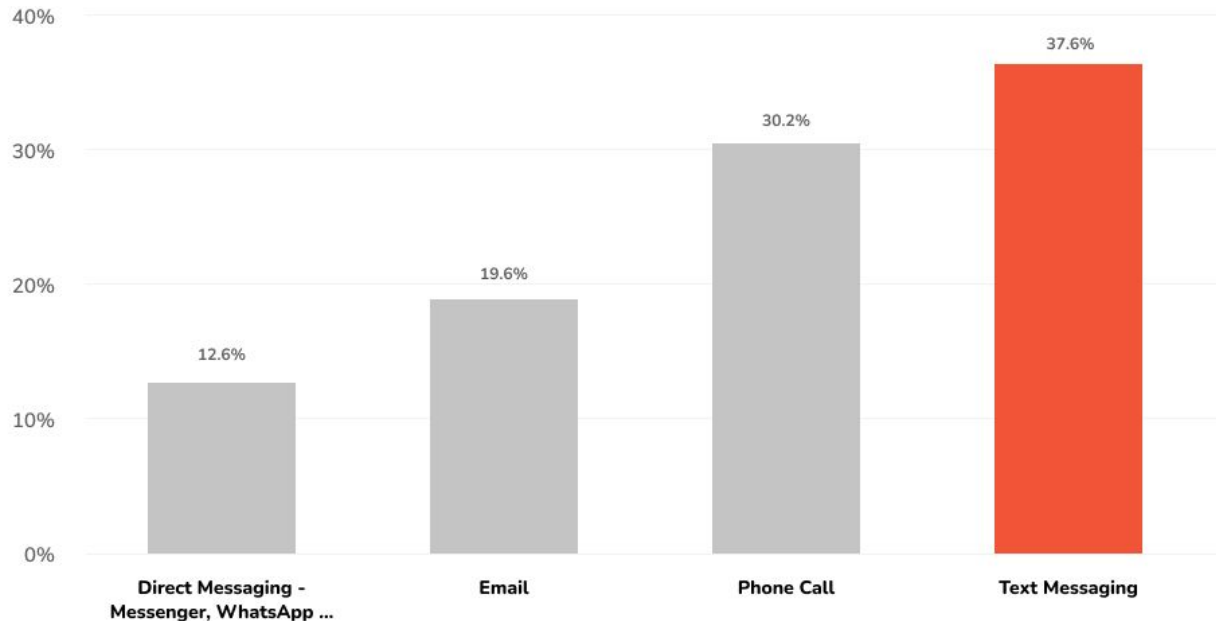
- Cofounder of Leadferno
- Former CEO of GatherUp
- Longtime digital marketer & entrepreneur



Consumers Want To Text Your Business

lead^oferno

How do you prefer to communicate?



Consumers Want To Message WITH You



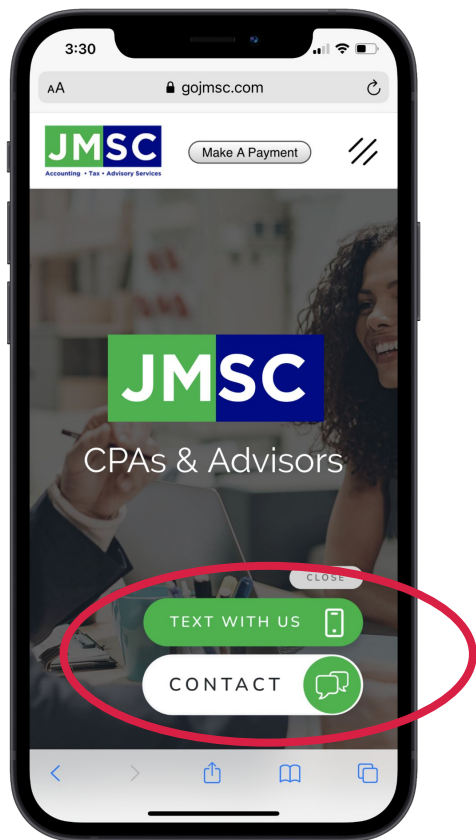
89% of consumers want to initiate two-way conversations with businesses via messaging



78% of consumers wish they could text a business

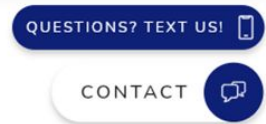
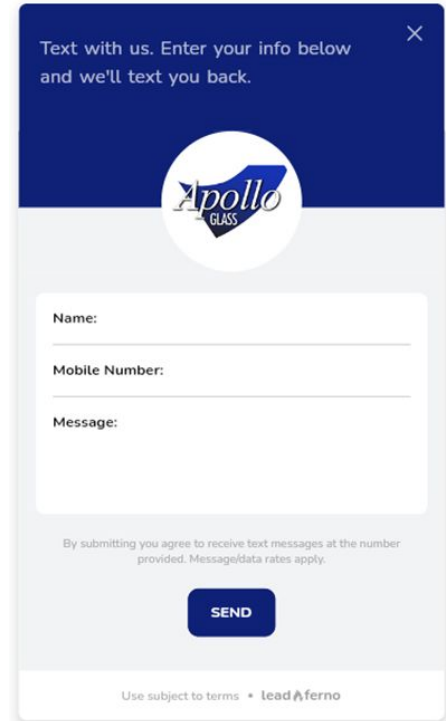
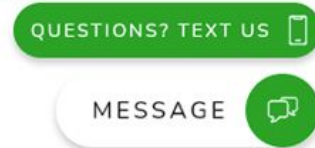
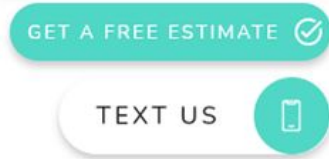
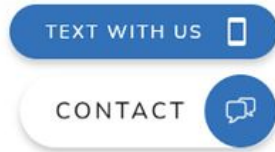
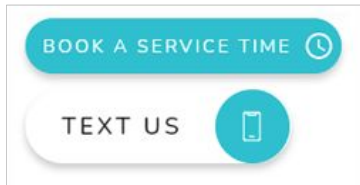
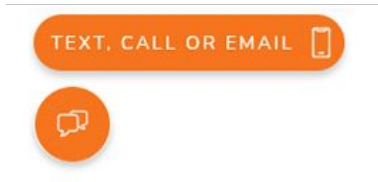


Using Text To Power Conversion



- Consumers want **options** & real-time
- Text is known, trusted, **familiar**
- Text is the **lowest** barrier
- Market how **easy** you are to work with
- Make **every** page a contact page

Using Text To Power Conversion



Text (web-to-text)

VS.

Live chat

#1 channel– familiar, trusted

Portable – read and reply anywhere

Consumer expectation is a **same day** reply (51%)

Can always take inbound messages and stays in SMS channel

Text is a connection, you can reach back out at anytime

Less predictable experience

“Stuck” in the chat window

Consumer expectation is a reply within **minutes** (50.4%)

Prospects leave when live chat is offline (57%) and defaults to email

Live chat is just a session, once closed you can't start a chat



Text increases your speed to lead



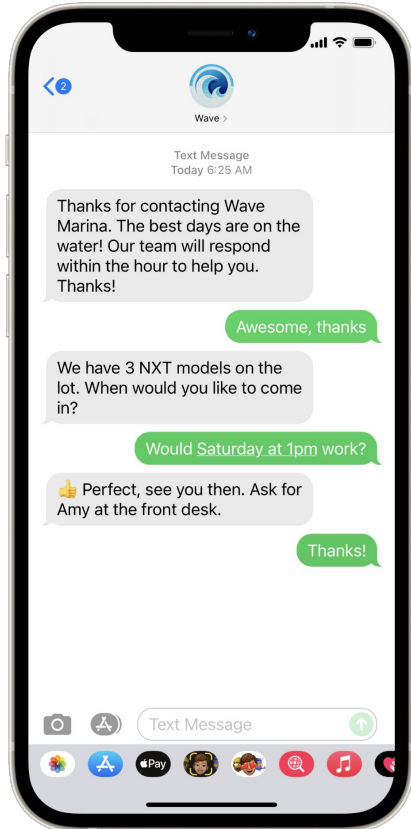
The average reply to a digital lead is 17 hours.



Avg response time to a text is 90 seconds, email is 90 minutes. That's **60X** faster.



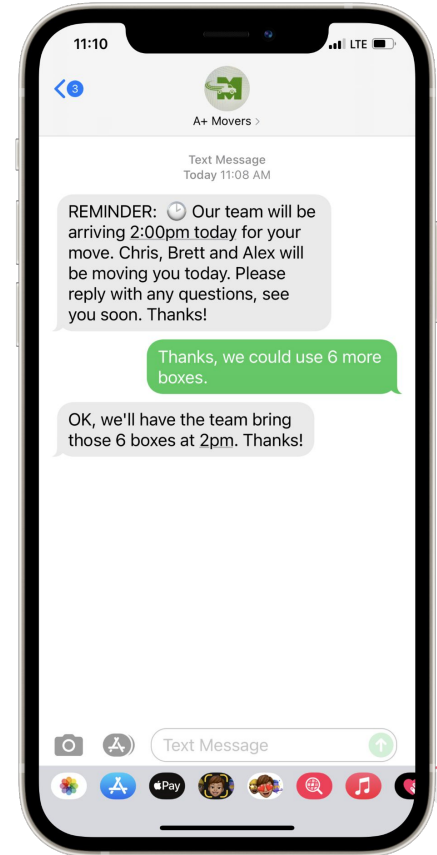
Using Text To Improve Communication



- Answer questions faster, easier
- A personalized channel
- Time saver - both sides (your team already knows how to text!)
- Better touchpoints and connection
- Improved customer experience

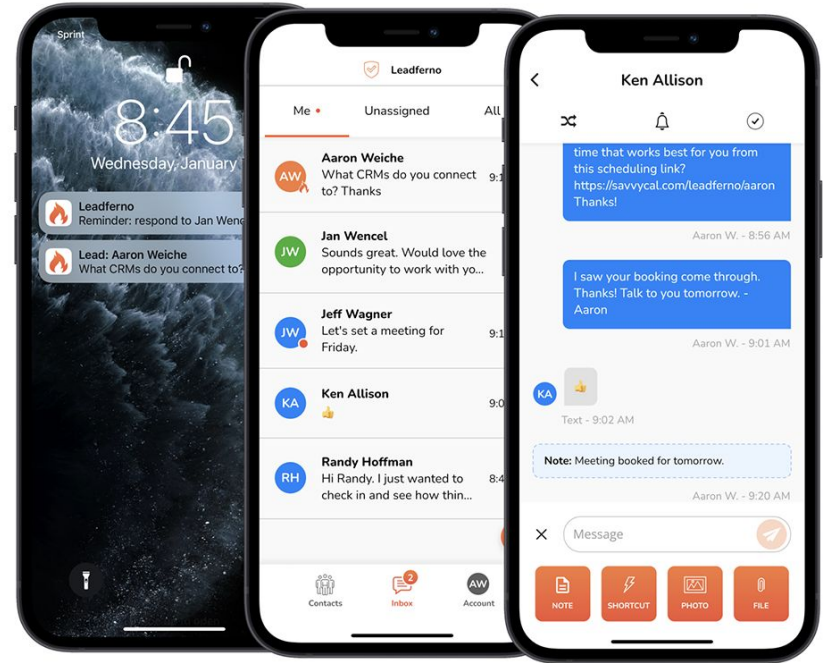
Text Use Cases

- Pre-sales questions
- Booking calls and appointments
- Sales process
- Reminders
- Updates
- Support and customer service
- Follow-up
- Feedback and review requests



Use a Business Messaging App

- Secure & centralized data
- Web-to-text widget
- Business features
 - Saved replies
 - Auto-replies
 - Scheduled Messages
 - Transfer threads
- Integrations - CRMs
- Tracking & reports



Texting Bolsters The Entire Customer Experience

Big Blue Boxes
565 1st St SW, New Brighton, MN

4.7 ★★★★★ 144 reviews ?

Write a review

People often mention

- All
- container 39
- delivery 38
- driveway 14
- drivers 11
- call 10
- text 8**
- responsive 8

rented 8 questions 8 competitors 7

Sort by

- Most relevant**
- Newest
- Highest
- Lowest

Heather Kapas
1 review
★★★★★ 4 days ago **NEW**
Positive: Professionalism, Quality, Responsiveness, Value

An orange arrow points from the 'text 8' filter to a larger, zoomed-in view of the same filter section on the right.

4.7 ★★★★★ 1,472 reviews ?

People often mention

- All**
- questions 78
- quick 64
- information 56
- easy 25
- thorough 24

- text messages 10**
- work order 9
- safety 8
- garden 5

An orange arrow points from the 'text messages 10' filter to the right.

Texting Bolsters The Entire Customer Experience



Jeff Skibinski

2 reviews



★★★★★ 8 months ago

A very pleasant and easy experience purchasing a new refrigerator. Many other retailers were out of stock of the model we wanted. I was able to check on availability and delivery and place my order, all via **text messaging**. Once I reviewed the order, a sales rep called me to arrange payment. We'll get our new refrigerator in a couple of days instead of a couple of months or more. Easy peasy!



Response from the owner 8 months ago

Thank you, Jeff! We hope you enjoy your new refrigerator!

Texting Bolsters The Entire Customer Experience



Jennifer Thompson

1 review



Recommendation from my auto insurance for a claim. Everything was sent over electronically from the ins company so when I got there to drop off my truck I was back out the door quickly, having 2 children along. Was told the repairs would take a week and I had the truck back a day earlier. Text communication from the shop so I knew every step of the way what was going on with my truck. Very pleased. Lifetime warrenty!





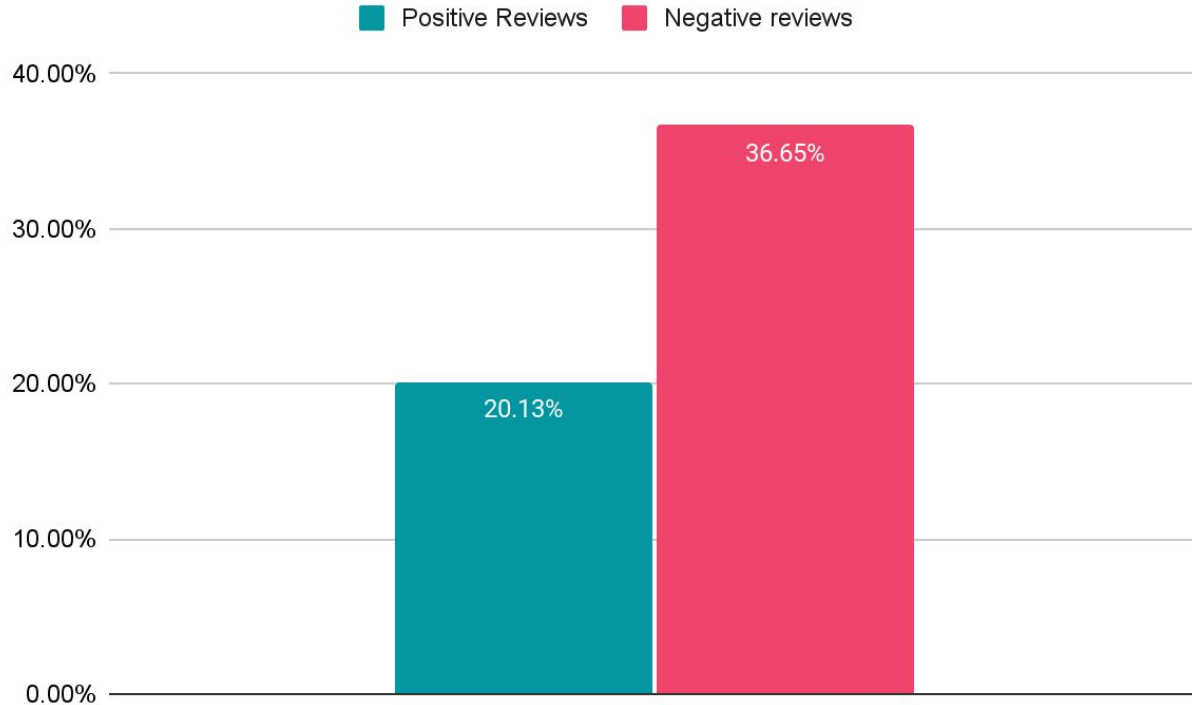
Use Text to Power Customer Feedback

Data analysis among GatherUp partners

- More than 175,000 reviews across 5 industries
- Compared negative reviews (0-1.5 stars) to positive reviews (4.5-5 stars)
- Analyzed how often reviews contained keywords related to communication or responsiveness



How often communication is mentioned



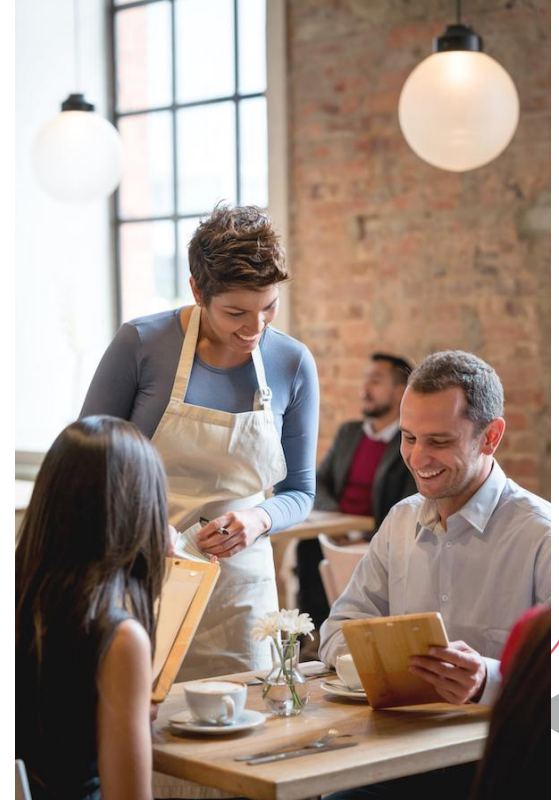
Difference by industry

Percent of reviews that mention communication or responsiveness



Once you delight the customer...

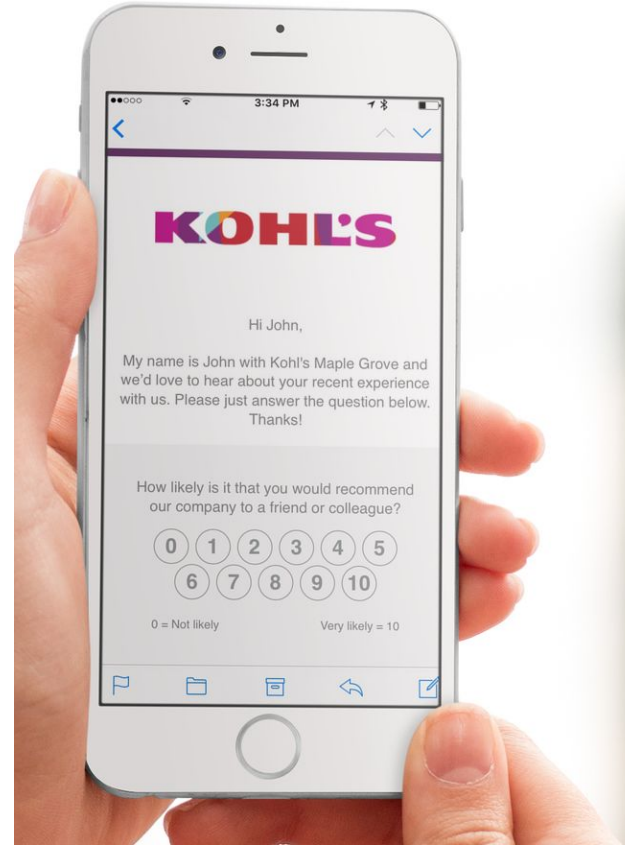
- Capitalize on the great experience you've given
- Ask for reviews at the opportune time
- Set expectations for the review request
- Utilize the same channel



Send a Text Request

- 85 percent of smartphone users prefer mobile messages to emails or calls*
- Automatically send when customer is added
- Make it timely based on industry

*<https://info.sopranodesign.com/the-power-of-mobile-communications>

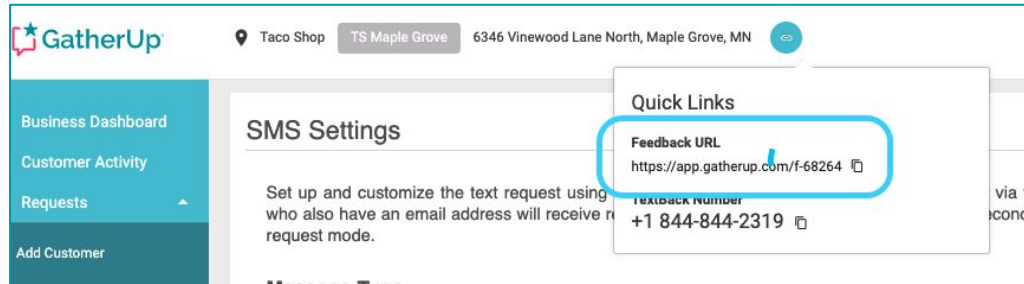


Inbound Text

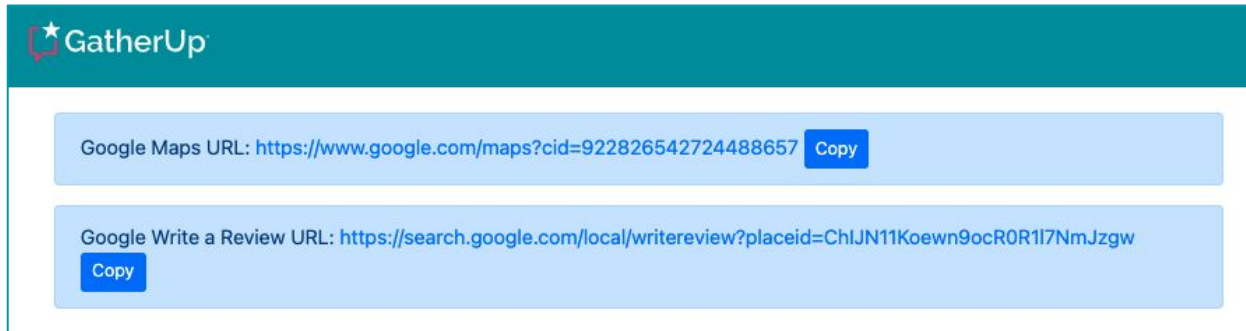
- TextBack - GatherUp's self-activated mobile SMS feedback generator
- Use signage, receipts, cards or staff
- Easy opt-in process
- Power is in the customer's hands



Include URLs using GatherUp Tools



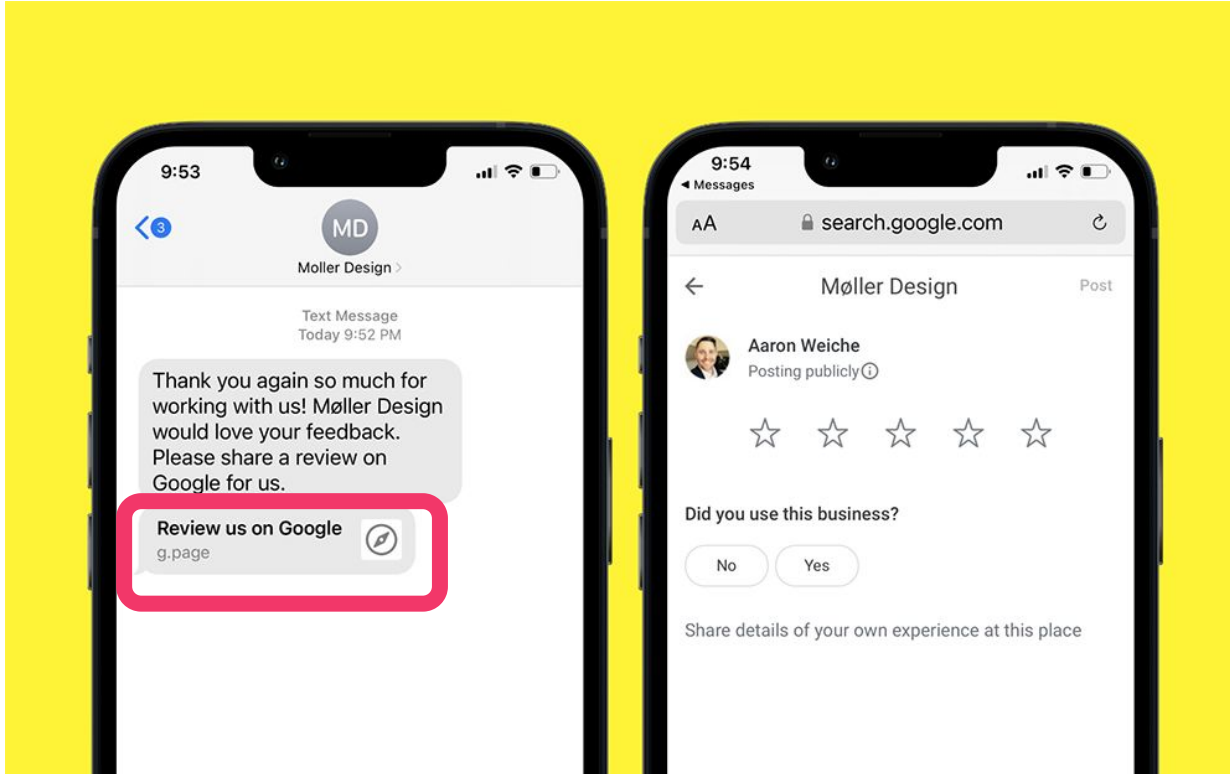
The screenshot shows the GatherUp interface for a business named "Taco Shop" at "TS Maple Grove" (6346 Vinewood Lane North, Maple Grove, MN). The left sidebar contains navigation options: Business Dashboard, Customer Activity, Requests, and Add Customer. The main content area is titled "SMS Settings" and includes instructions on setting up text requests. A "Quick Links" popup is displayed, containing a "Feedback URL" (https://app.gatherup.com/f-68264) and a "Textback Number" (+1 844-844-2319). The Feedback URL is highlighted with a blue rounded rectangle.



This screenshot shows two sharing options from the GatherUp interface. The first is the "Google Maps URL" (https://www.google.com/maps?cid=922826542724488657) with a "Copy" button. The second is the "Google Write a Review URL" (https://search.google.com/local/writerreview?placeid=ChIJN11Koewn9ocR0R17NmJzgw) also with a "Copy" button.



Seamlessly add URLs to the conversation



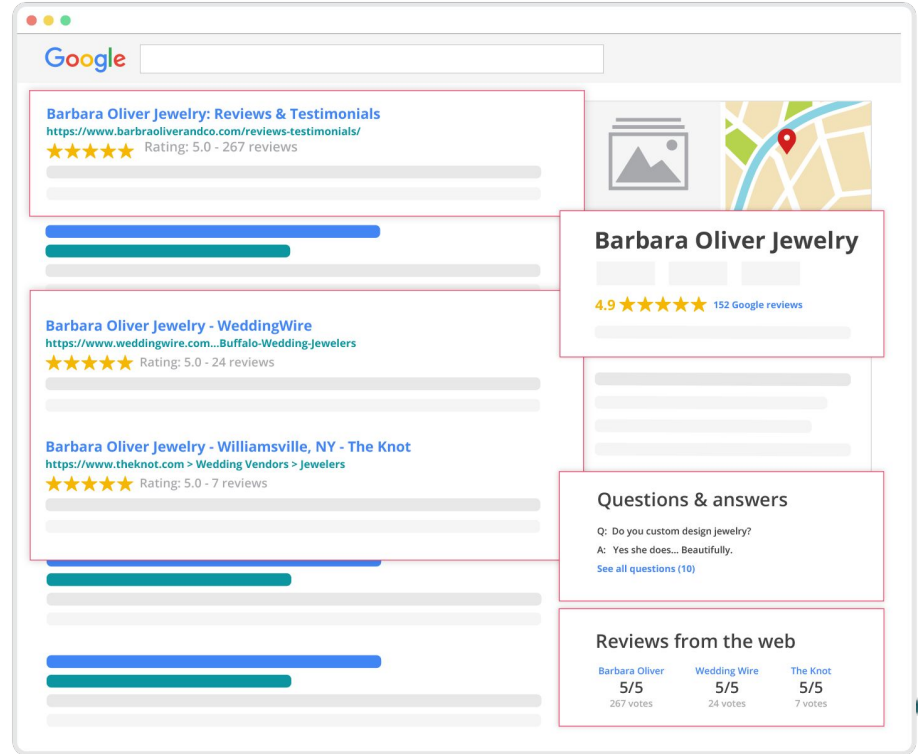
A teal-tinted background image showing two people, likely a man and a woman, looking at a smartphone together. The phone is held in the right hand of the person on the right. The image is slightly blurred, focusing on the phone and the hands holding it.

Market Reviews to Increase Conversions

Reviews bring traffic to your site

- Drive visibility and ranking on Google
- **77% of people regularly or always read online reviews***
- Reviews get customers to your “door” and Leadferno helps convert them 🔥

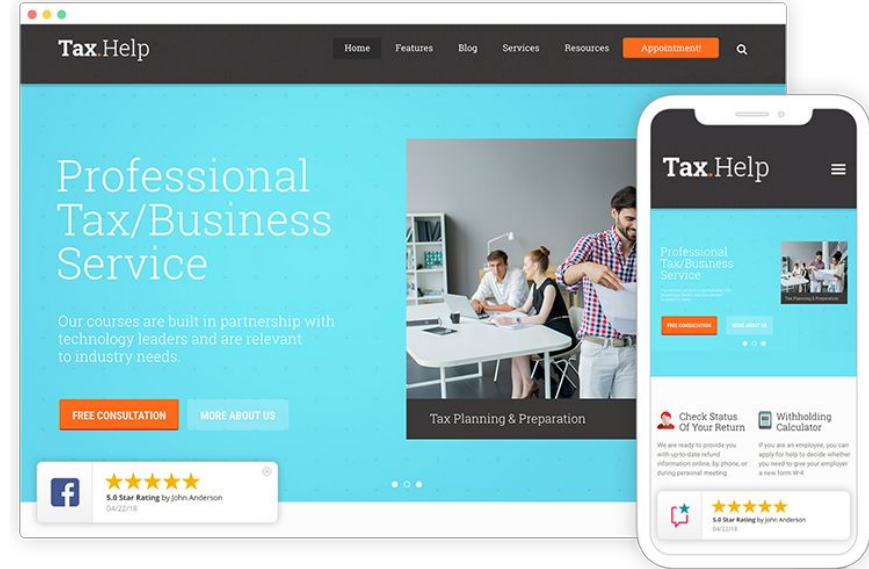
*<https://www.brightlocal.com/research/local-consumer-review-survey/>



Displaying reviews builds trust

- Showcasing all reviews on your site can help conversion rates
- Build social proof and trust
- Authenticity and transparency are valued by Google*

*<https://searchengineland.com/google-says-it-values-all-local-reviews-both-positive-and-negative-376503#>




Drive leads with Social & GBP

- Share reviews as organic or paid posts to generate interest
- Use Google Posts to showcase images
- Use tools like Dall-e & Aircam.ai to create images
- Avoid stock photos



Feedback powers the next conversation



★★★★☆
3-Stars

I'm giving this hotel a Three-star I stayed here for a total of 10 days probably one of the most relaxed comfortable hotels I've been to in a long time The morning breakfast is delicious and the staff are really nice The reason I am not giving it a five star is three different times I asked for cleaning services and I was told three different times that it was going to happen and it never did I feel that's kind of disrespectful and out of character not only did they not come and clean my room but I actually had to call down to the desk twice and go to the maids personally myself three different times The desk lady told me they would be here Tuesday nobody showed then they told me they would be here Thursday nobody showed the day that they told me on Thursday I went to the maids personally and they told me they would be up here before 1 o'clock no one came I work out of state so I'm constantly working all day 12 hours a day it would've been nice to come home to a clean hotel I left a letter and \$20 saying thank you for cleaning my room and cleaning my bathroom nothing was never done That is the reason they do not get a 5 star Management If you get a chance to read this you guys should tighten up in this area

06/13/22
Review received

Customer Love Service Time **Communication**

Trip type: Business
Location: 5 **Service:** 1 **Rooms:** 1

Feedback powers the next conversation

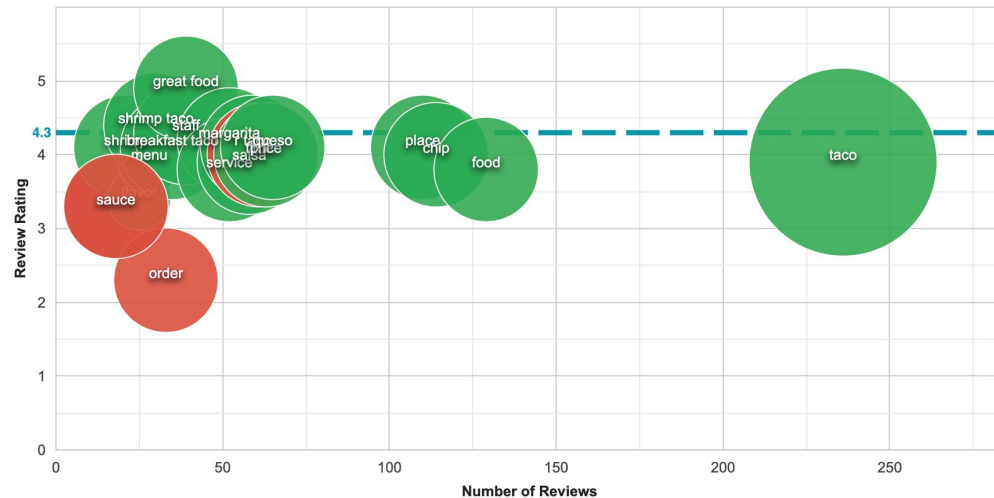
- Use technology to understand what is driving the experience
- Adjust customer journey steps accordingly
- Continue to learn and listen

Impact

Positive Sentiment Negative Sentiment Average Rating

Show top: 20

All Keywords Tags



A teal-tinted background image showing two people, likely a woman and a child, looking at a smartphone together. The woman is holding the phone, and the child is pointing at the screen. The image is overlaid with a semi-transparent teal filter.

Feature Update



Manage Email & SMS Credits










- Purchase and remove email and SMS credits directly in the application
- No longer have to contact CS team
- Add what you need when you need it

The screenshot shows a 'Manage Add-Ons' modal for 'Taco Shop'. It features two sections: 'Monthly SMS' and 'Monthly Emails'. In the 'Monthly SMS' section, the 600 SMS option is selected. In the 'Monthly Emails' section, no options are selected. At the bottom, the 'Current Total' is \$36.00/month, and there are 'Cancel' and 'Save' buttons.


Manage Add-Ons			
Taco Shop			
▼ Monthly SMS			
<input type="checkbox"/>	10,000 SMS	\$200/month	
<input type="checkbox"/>	4,000 SMS	\$100/month	
<input type="checkbox"/>	2,000 SMS	\$60/month	
<input type="checkbox"/>	1,000 SMS	\$40/month	
<input checked="" type="checkbox"/>	600 SMS	\$36/month	
<input type="checkbox"/>	500 SMS	\$30/month	
<input type="checkbox"/>	300 SMS	\$18/month	
<input type="checkbox"/>	200 SMS	\$12/month	
▼ Monthly Emails			
<input type="checkbox"/>	10,000 emails	\$10/month	
<input type="checkbox"/>	5,000 emails	\$9/month	
<input type="checkbox"/>	4,500 emails	\$8/month	
<input type="checkbox"/>	2,500 emails	\$7.50/month	
<input type="checkbox"/>	1,000 emails	\$5/month	
Current Total: \$36.00/month		Cancel	Save


Manage Email & SMS Credits






Help  

-  Default Configuration
-  Import Businesses
-  User Management
-  My Profile
-  Authorization Settings
-  Account Owner Details
-  Payment Information
-  **Add-ons & Integrations**
-  Logout

Add-Ons & Integrations



[How to Add Credits](#) [Manage](#) 

Location	Labels	Integrations	Add-Ons
<input type="checkbox"/> Taco Shop Location ID: #68264			\$36/month  SMS 600
<input type="checkbox"/> Taco Shop Location ID: #68266			\$0/month
<input type="checkbox"/> Taco Shop Location ID: #68265			\$9/month  Email 5000

Thanks for attending!



lead  **ferno**

aaron@leadferno.com



 **GatherUp**

steve@gatherup.com

