5 ways to boost customer engagement and fuel sales

1. Email notifications
   - The king of customer communications.
   - 54% of businesses named email a top revenue driver.
   - 36% of businesses want to boost email engagement over the next 12 months.
   - 2020 global email marketing spend was $7.5 billion; expected to reach $17.9 billion by 2027.

2. SMS notifications
   - A complement to email marketing, for transactional messaging or to start two-way conversations.
   - 70-160 characters - the typical SMS message length.
   - 3 most appreciated business message types: booking confirmations, changes or cancellations, shipping/delivery updates.

3. Push notifications
   - Brief, 55 character messages that come from a mobile app.
   - Shorter is better!
   - 3 most appreciated business message types: appointment reminders, booking confirmations, changes or cancellations.

4. Voice notifications
   - The pandemic dramatically increased voice usage, proving that this tool still has tremendous potential.
   - Compared to pre-pandemic averages, the number of calls has increased:
     - 68% cellular
     - 100% Wi-Fi
   - 86% of consumers prefer to get help with purchases via the phone.

5. Fax notifications
   - Essential in healthcare, education, finance and other industries requiring security and regulatory compliance.
   - 17 billion faxes sent each year.
   - 86% of companies expect to see volume growth over the next 2 years.

Notifications can benefit your organization.

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