

Interactive SMS Campaigns

Personalized Messages, Massive Reach – For Lasting Customer Bonds



[24]7 Target

Interactive SMS campaigns empower you to go beyond conventional message broadcasting, and craft meaningful conversations with your customers. Experience the perfect blend of campaign scheduling, personalized messaging, and real-time insights, allowing you to reach customers at scale with impactful messages that resonate. Optimize your campaigns for maximum impact and drive unparalleled customer engagement.

In a landscape where personalized interactions are the norm, businesses face challenges in engaging with diverse audiences effectively. Traditional marketing channels are often overcrowded and ineffective, leaving businesses struggling to reach their target audience and drive engagement.

Interactive SMS Campaigns feature addresses the pain points of limited reach, low engagement rates, and information overload. Our platform is purpose-built for broadcasting SMS via one-to-many campaigns, helping businesses connect with their customers and deliver personalized messages effectively. And customers can seamlessly be transferred to either a bot or an agent and continue the conversation, if they have follow-up questions or need to place orders, etc.

“87% of consumers perceived reading text messages from a brand during a recent purchase experience as valuable.”

- Gartner

“71% Customers expect companies to deliver personalized interactions”

- McKinsey Research



Key Features

Personalized Engagement: Messages can be personalized with details such as name, address, emails, payment information, brand information etc., through spreadsheet configurations to make the communication more relevant.

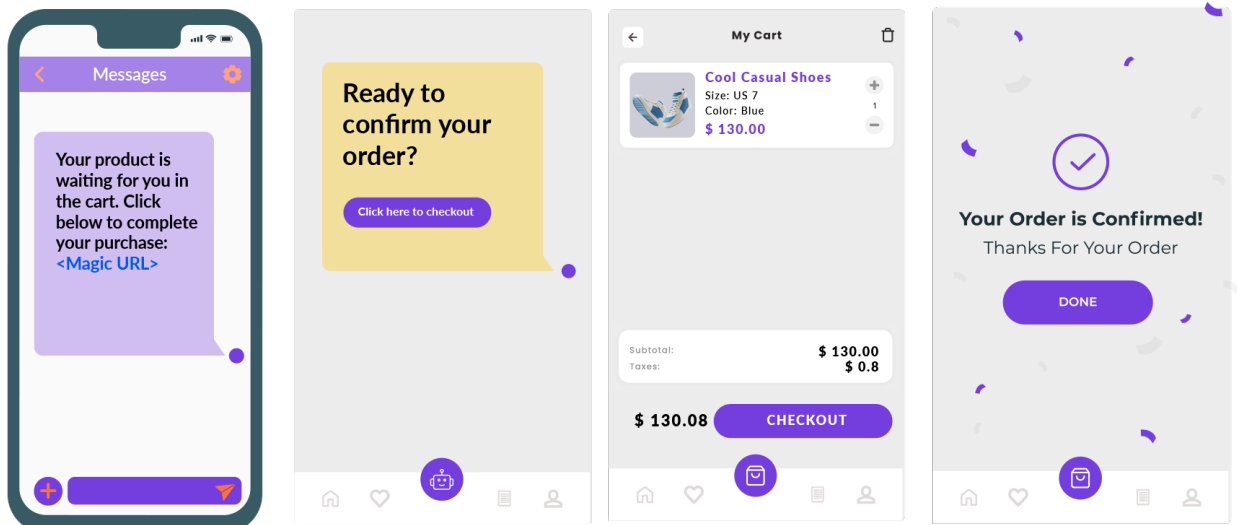
Easy Scheduling and Sending: Schedule and send messages at the most relevant time to ensure maximum engagement, either as a one-time campaign or recurring campaigns.

Detailed Reporting: Detailed campaign reports provide insights into SMS delivery status, opt-in/opt-out rates, and user interactions. These reports can be configured to meet specific client requirements.

Seamless [24]7 Chat Integration: Initiate conversations or support interactions directly from SMS, enhancing customer experience.

Targeting and Retargeting

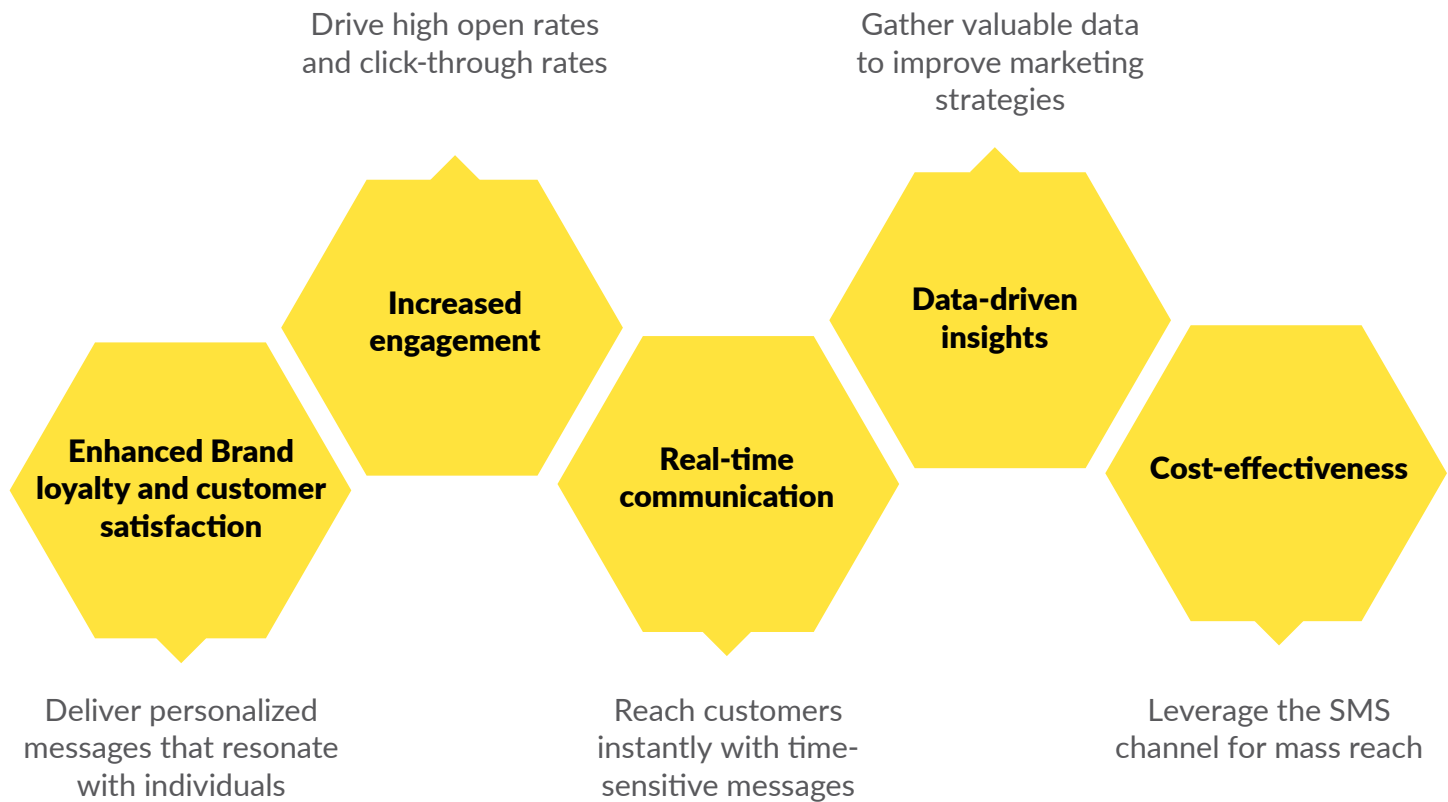
Using customer data such as purchase history and interests, segment your customers, and send them targeted SMS messages. For example, you can send an SMS message, with a link, to a customer who has abandoned their shopping cart on your website. Upon clicking on the link (configurable URL), they are taken to the [24]7 Chat Window to start an interaction with an Agent or taken to the brand's website to complete the transaction and purchase.





Benefits

Break through inbox clutter with direct, high-engagement messaging.



Use Cases

From promotional highlights to essential transactional updates, Interactive SMS campaigns serves diverse communication needs:

Appointment reminders - Reduce no-shows by sending timely reminders.

Sales and discount promotions - Targeted messages for special offers and discounts.

Order updates and shipping notifications - Real-time tracking of order status, shipping, and delivery.

Surveys and feedback requests - Conduct surveys and collect opinions through SMS

Customer support interactions - Encourage customers to leave reviews and ratings via SMS links.



Simple Implementation

Harness the power of large-scale SMS broadcasting and guaranteed message delivery with Interactive SMS Campaigns through:



Template Creation:

Define message content and personalization placeholders.



Scheduling or Sending:

Immediate or scheduled delivery options for maximum impact.



Number Upload*:

Input recipient numbers and associated metadata for tailored messaging.



Insights:

Obtain actionable insights and optimize campaigns with personalized content.

*User Phone number and Message details can be configured through [24]7 Target or through SFTP integrations

With its personalized, high-engagement approach, Interactive SMS campaigns bridge the gap between customer expectations and mass outreach, connecting businesses with large audiences for meaningful engagement.



Contact us

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About [24]7.ai

[24]7.ai is a global leader of Customer Experience (CX) solutions and services and a trusted partner to the world's leading brands for over two decades. Always at the forefront of CX innovation, [24]7.ai transforms Customer and Employee experiences through its world-class AI-powered Contact Center products. Leveraging deep operational expertise and advanced AI capabilities, [24]7.ai bridges the CX gap, enabling businesses to deliver consistent, proactive, and hyper-personalized experiences to every customer, every time.

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