SpotOn

8 Reasons Why Your Business Needs
SMS APPOINTMENT REMINDERS

Research shows that **98% of adults in the U.S.** today have access to a mobile phone with text messaging services, and texting is the most frequently used data service in the world, ahead of Facebook and email.

79% of Americans check their phone within fifteen minutes of waking up and on average **150 times per day**, so what better way to reach out to your customers than with text message appointments, reminders, promos, and more?

SMS Appointment reminders in particular have a very positive impact on both the customer and the business they're interacting with. Reduced no-shows and automated processes benefit the businesses, while clients enjoy the convenience and reliable customer support that text messages provide.

Text messages have an open rate of approx. 98%.

Emails have an open rate of approx. 20%.

Text messages have a faster average response time than email.

Most customers respond to text messages within the **first 3 minutes** of their delivery, but will take **almost 90 minutes** to reply to emails.

58% of consumers express a more positive outlook toward a business if they offer **SMS capabilities.**

Customers are **28% more likely** to recommend a company to friends if it offers text messaging capability.

When it comes to customer support, **64%** of people prefer text over voice as a customer service channel.

75% of millennials think that texting is a helpful way to receive appointment reminders.

60% say it's an unobtrusive way to be reminded on their own time.

57% think it's one less thing to remember.

55% believe it's the most convenient way to be reminded.

No-shows have been proven to be **reduced by 40%**, with automated text reminders.

Research shows that **less than 5%** of scheduled appointments are canceled after clients receive a text reminder.

Learn How SpotOn Appointments and SMS Reminders Can Help You Run and Grow Your Business

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