

8 Reasons Why Your Business Needs SMS APPOINTMENT REMINDERS



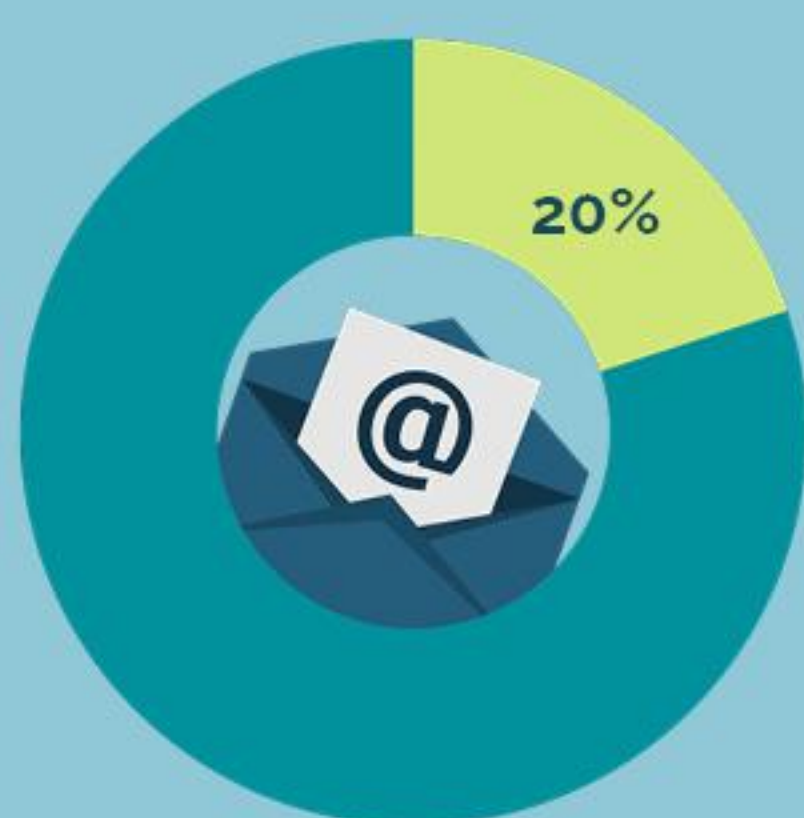
Research shows that **98% of adults in the U.S.** today have access to a mobile phone with text messaging services, and texting is the most frequently used data service in the world, ahead of Facebook and email.

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.



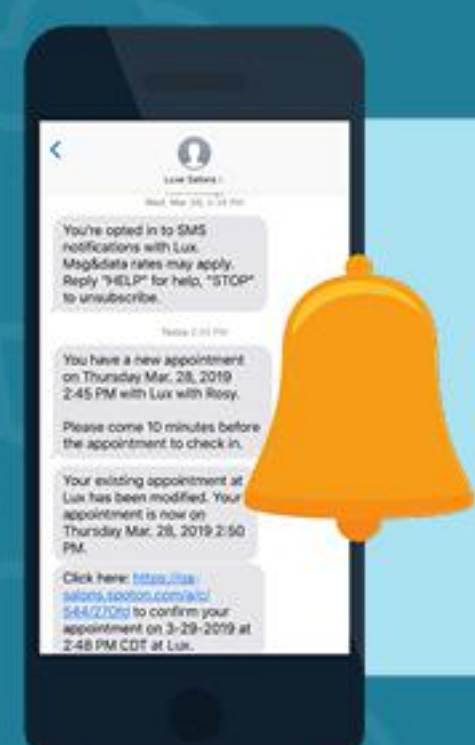
57% think it's one less thing to remember.



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.