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Providing Text to Toll-Free Services:

It's as easy as 1, 2, 3!

Webinar presented by Somos

What we will cover today

1. Why Choose Texting to Toll-Free for Business?
2. Business Customers WANT to Text!
3. Three Ways to Text Enable Your Toll-Free Numbers

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Why Choose Texting to Toll-Free for Business?

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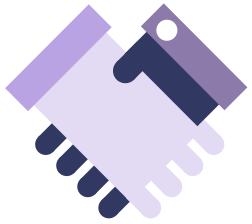
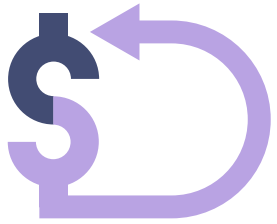


Customers want to have text to Toll-Free as an option to communicate with businesses



Resp Orgs and Messaging Providers gain revenue and improved efficiencies with a multi-modal cohesive solution for their customers

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Texting to Toll-Free Market Segments

- Text enablement to Toll-Free is continuing to grow
- Industry segments benefiting and are leveraging text to Toll-Free include:

Call Centers
Call Tracking Software Companies
Security System Companies
Customer Helpdesk Support

Customer Notifications
School Notifications
Health Sector
Marketing Outreach

Customer Contact
Small to medium businesses and Enterprises
Notices, appointment reminders, payment reminders, marketing messages, instant coupons

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Business Customers WANT to Text!

Business Customers WANT to Text!

75% of customers think texting could help prevent miscommunications

85% of people said they prefer to text with a live customer support agent instead of calling or emailing

76% of people say they would rather text than wait on hold

90% of text messages are opened within three minutes of receipt

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Business Customers WANT to Text!

It's **customer-centric**

Reach customers how THEY want to be reached

It supports an

omnichannel

marketing strategy with the text to Toll-Free multi-modal advantage

Contact Center agents

increase efficiencies

by handling more

Toll-Free texting is

cheaper than short codes

plus enables a two-way conversation with customers

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Messaging is a New Revenue Stream for Resp Orgs

Offer texting in addition to your Toll-Free voice service as a value-add

Resp Orgs without texting risk losing customers that want the option to text-enable

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TSS Registry and Texting Ecosystem

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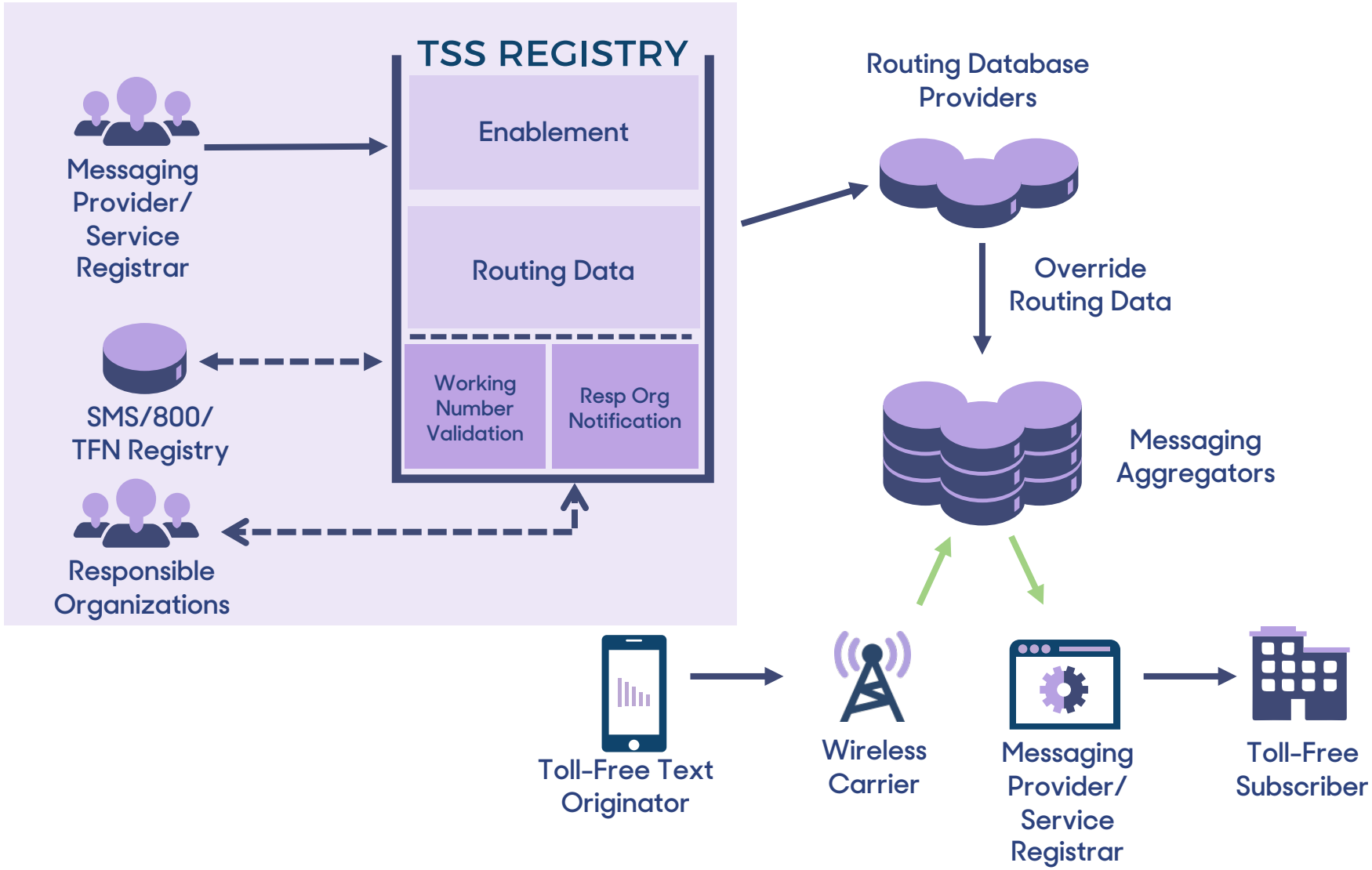

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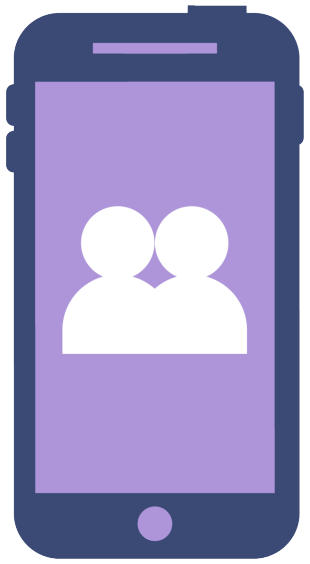
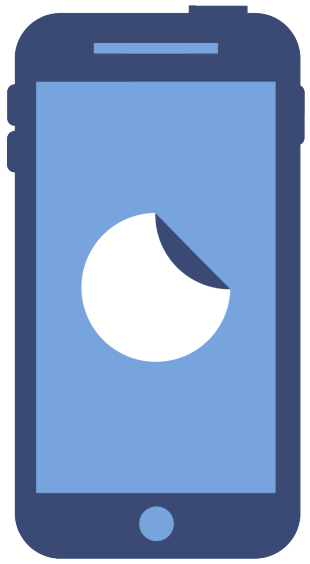
One Solution:
Three Options to Meet your Business Needs



Partnering



White Labeling

Build In-House

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1. Partner with a Messaging Provider

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Simplify the complex messaging ecosystem by partnering with an established Certified Messaging Provider

Ideal for:

- Businesses of all sizes that want quick implementation

Benefits:

- Turn-key solution
- No overhead costs
- Reliable platform and servicing from an established messaging provider

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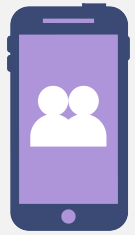
Who can I partner with?

Somos Certified Messaging Providers/Service Registrars



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Considerations

Partnering

Advantages

- Turn-key solution with quick implementation
- Third-party hosting and support
- Most providers offer consistent payment plans – no financial surprises

Considerations

- Lack of full ownership over the text to Toll-Free solution

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2. White-Label with your Branding

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Maintain branding by partnering with an established Certified Messaging Provider to build a white labeled solution

Ideal for:

- Businesses of all sizes quick implementation AND their branding

Benefits:

- End to end solution with your branding throughout
- Seamless integration process
- Greater brand awareness

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Who can I partner to white-label with?

Somos Certified Service Registrars

Aerialink™

CSF Corporation

midori INTERACTIVE

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Considerations

	Partnering	White Labeling
Advantages	• Turn-key solution with quick implementation • Third-party hosting and support • Most providers offer consistent payment plans – no financial surprises	• Brand awareness with your branding • Turn-key solution with quick implementation • Third-party hosting and support
Considerations	• Lack of full ownership over the text to Toll-Free solution	• Additional costs incurred for white-labeling • Lack of full ownership over the text to Toll-Free solution

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3. Build Solution In-House

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Build a proprietary text messaging application in-house

Ideal for:

- Businesses that want complete control and ownership over the platform

Benefits:

- Customized to your exact business specifications
- Lower long-term maintenance/operating costs
- Potential to become a Certified Service Registrar and offer text-enabled solutions to other Resp Orgs
  - Gain revenue while expanding service offerings

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What Option is Right for You?

	Partnering	White Labeling	Build In-House
Advantages	• Turn-key solution with quick implementation • Third-party hosting and support • Most providers offer consistent payment plans – no financial surprises	• Maintain your branding • Turn-key solution with quick implementation • Third-party hosting and support	• Customizable and tailored to your business needs • No reliance on a third-party • Becoming a Certified Service Registrar and offer text-enabled solutions
Considerations	• Lack of full ownership over the text to Toll-Free solution	• Additional costs for white labeling • Lack of full ownership over the text to Toll-Free solution	• More upfront investment • Takes more time to build

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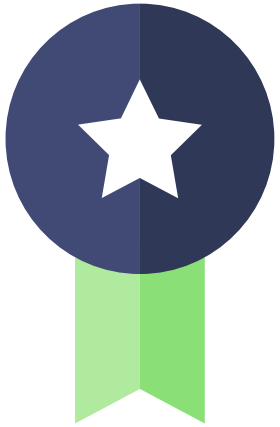
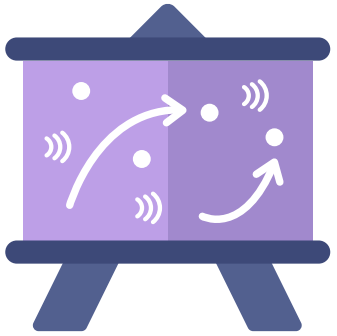
Offering texting will help enhance and retain your customers



Texting benefits enterprises and customers



There's a texting strategy for all business models

Offering Texting to Toll-Free: A Clear WIN!

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Expand your Services Offerings Today!
Maximize your Customer's Toll-Free Numbers with Text Enablement

It's as easy as

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Questions?

Thank you!

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