

# SMS in e-Commerce

THE E-COMMERCE GUIDE  
FOR USING TEXT  
MESSAGING

**bulksms**.com 





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# SMS for e-Commerce

The e-Commerce space forms part of a diverse industry considered to be full of opportunity - now, more than ever! In fact, the global e-Commerce sector is a trillion-dollar industry that is creating long-term opportunities for businesses who are willing to reinvent themselves and take their retail experiences online. It is the online experience that really matters when it comes to driving traffic, making sales, and gaining customer loyalty.

With so much riding on processes that are efficient, communication that is reliable, and ultimately customers who are satisfied, many key players in the industry have turned to SMS to help streamline and improve their processes.

In this e-book, we unpack how text messaging is securing, enhancing, and enabling the online shopping experience while giving you practical tips on how to get it right.

# SMS for Payment Security

Security is one of the top priorities on any shopper's list. Customers want to know that their transactions are being handled with care and with optimum security.

**TIP:** One-time pins can be used to secure the payment process. In cases where "one-click" payment solutions are offered, one-time pins can be sent automatically via SMS in order to verify your customer's transaction.




You are about to make a purchase on [shinyshoes.com](#), your verification code is **9440**.

Hi **Nic**, is that you? Please enter your OTP code (**6723**) when completing your purchase.




# SMS for Shipping and Delivery Updates


Once an order has been placed, real-time notifications about shipping and expected delivery times can be sent to your customers via SMS. You can send simple updates about the status of the shipment or delivery and let your clients know if there are any delays or issues with their request.



Hi **Joe**, your parcel from **Glampin'Campin'** is out for delivery. Track it here [trackingurl.com](https://trackingurl.com).



Hi **Sarah**, We've got your parcel and will deliver it today between **11 AM and 1 PM** to **100 Long Street**.



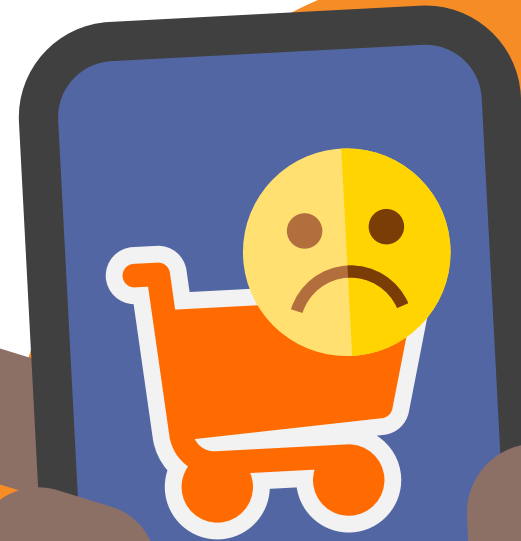
**TIP:** In the event that an order has been cancelled or the payment has not been made, send an SMS message to the customer letting them know of the cancellation and prompting them to try again.

# SMS for Rescuing Abandoned Shopping Carts

For any e-Commerce site owner, there's nothing quite as disappointing as having a customer fill up their shopping cart only to leave the site without buying a thing. If only there was a way to nudge them to make the purchase?



**TIP:** Send text reminders to customers about their shopping cart and prompting them to finalise their purchase.




Whoops, it looks like you forgot about your **full cart** in aisle three. Checkout now and get **5% off!**

Our **Black Friday Deal** has been extended. Don't miss out, checkout now! [techonline.com](http://techonline.com)




# SMS for Product Launches

What better way to market a product launch than communicating with an already interested audience. Send an SMS to your subscribed list, giving an overview of your new product or service. Include your launch discount or a link to your website for best results.



Looking for a deal? Perfect, we've got just the thing for you. **The sale ends in 24 hours.**

Get **10%** off all orders made before **10pm tonight!** We're feeling generous - don't miss out!



**TIP:** Send **Mobi-gram** messages and include images or write-ups on your new product.

# SMS to Offer Discounts

Discounts are a very effective way to build a subscription list and to get people talking about your brand. When visiting your e-commerce platform for the first time, prompt new customers to enter their name and mobile number to receive discounts and special offers.


**TIP:** Send personalised text messages to visitors, offering them a special discount on their first purchase or perhaps even the product they "almost" bought?






# SMS to Provide Instant Customer Feedback

Offering a platform where your customer can easily communicate with you is vital to business growth. Asking customers to respond to an SMS at any point during the transaction or delivery process offers the opportunity for instant feedback.



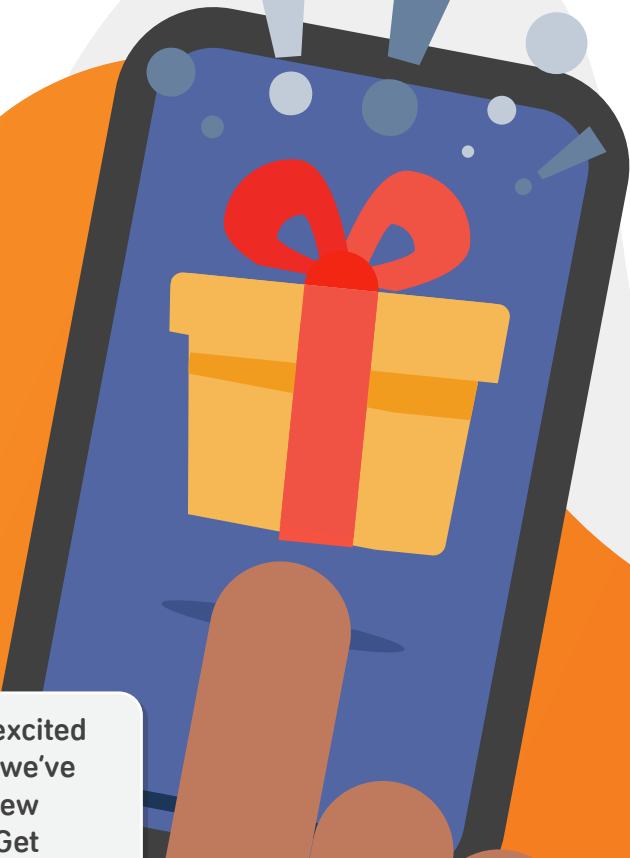
Fred, how did you enjoy shopping with us? Let us know how we did by replying to this SMS.



**TIP:** Why not let your customers send their queries, concerns or feedback directly to you via SMS? That way, you can send an instant response directly to their phone; it's a powerful customer retention tool.

# SMS to Notify Customers When a Desired Item is in Store

Ask customers to opt-in to receive an SMS when a much-desired item is once again in stock.



Mary, we're excited to announce we've launched a new **Shiny Shoe!** Get yours today!



**TIP:** Using an SMS API, send automated texts that are triggered as soon as you upload new stock to your site. Prompt potential buyers by sending notifications whenever the latest e-book from their favourite author becomes available, or when their requested shoe size is in stock.





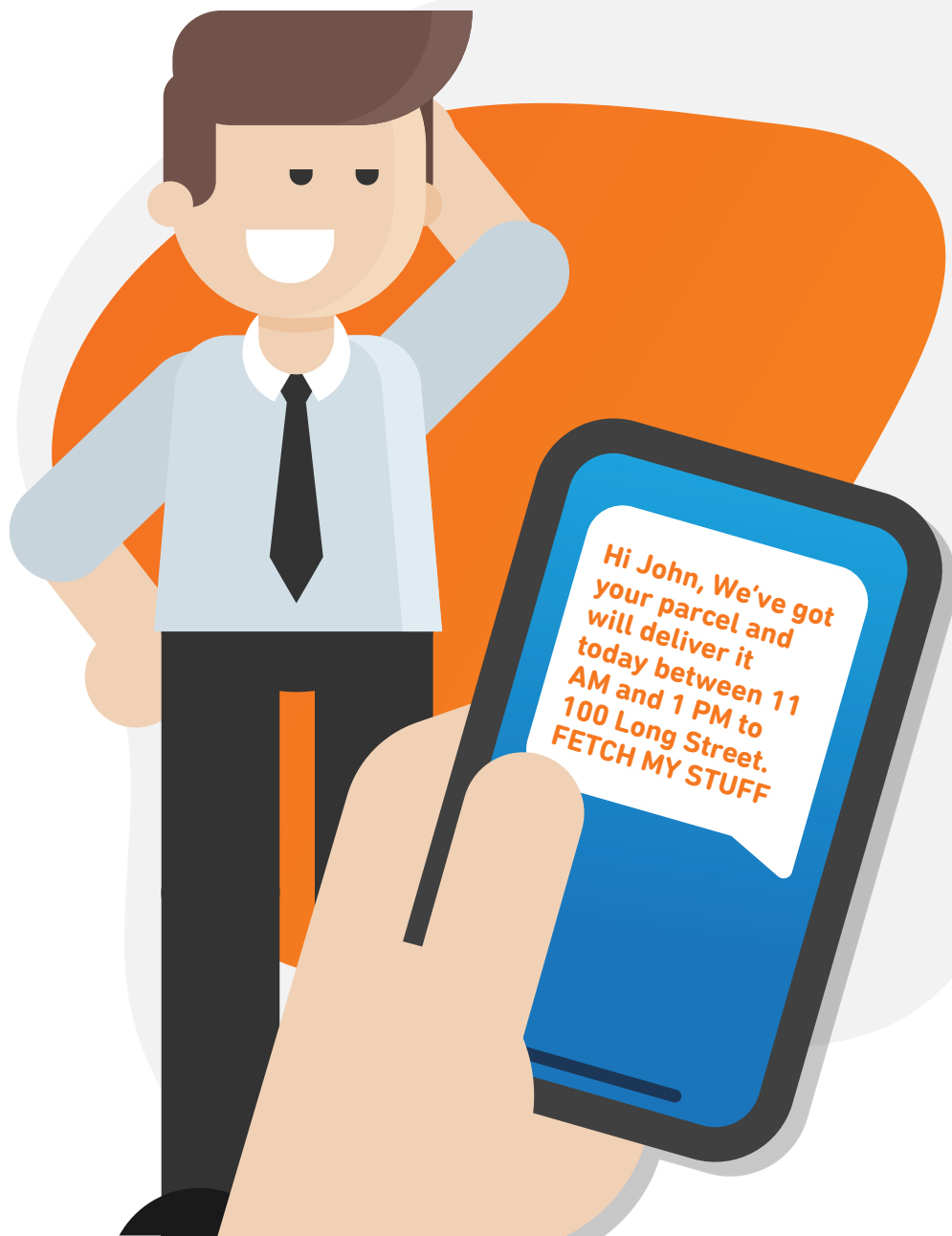
# Fetch My Stuff

## A BULKSMS CASE STUDY

Online shopping is easier today than it's ever been. From clothing and groceries to gadgets and gizmos, there's not much that you can't buy from the comfort of your own home.

For e-commerce companies, taking the order is often the easy part. The real challenge lies in the physical delivery of the product to the customer - otherwise known as "the last mile".

This is where SMS comes in. [Fetch My Stuff](#), an e-commerce logistics company based in Finland, is using SMS to ensure their customers have a great experience from purchase through to delivery.



## FETCH MY STUFF - A BULKSMS CASE STUDY CONT.

### Why SMS?

According to Väinö Välja, the logistics manager at Fetch My Stuff, "SMS is really helping us break barriers when it comes to customer service. We've found that 73% of consumers reported delivery as important to the overall shopping experience, while a staggering 84% of shoppers are unlikely to return after a poor delivery experience."

He goes on to say that they've chosen SMS because "it will reach our customers in no time and it is the most reliable way of communication. Phone calls will need somebody to answer the phone and email might not reach the customers on time."

### How do they do it?

90% of the SMSes that they send are automated. The team at Fetch My Stuff has SMS-enabled their Customer Management Software so that customised - and automated - delivery notifications are sent. These notifications contain a URL linking to the tracking widget so that customers can track their deliveries in real-time.

The drivers and staff can also send ad-hoc texts via the BulkSMS Web App letting customers know about any unexpected delays. This makes sure that customer expectations are managed every step of the way.

For a logistics company, whose main priority is creating the best customer experience, text messaging has proven the ideal channel to deliver just that.

Why not use SMS  
to secure, enhance  
and enable your  
customer's online  
shopping experience?

To find out more, [email our sales team](mailto:sales@bulksms.com) or  
visit us at [www.bulksms.com](http://www.bulksms.com)

**bulksms** com 

