



13 ways retailers are using mobile messaging

The SMS, MMS and rich messaging behind awesome shopper experiences

Better retail CX

Mobile messaging has become a critical communications channel for most retail chains.

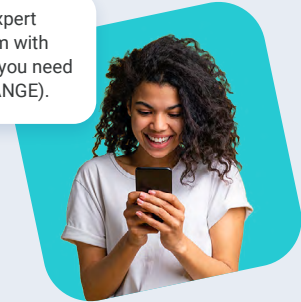
So what's actually possible? And how are retailers using SMS, MMS and rich messaging to improve the shopper experience?

Here are 13 interesting use cases.

1 In-store appointment scheduling

Holly needs some help getting her new phone set up – so she's booked herself a session with one of your in-store experts.

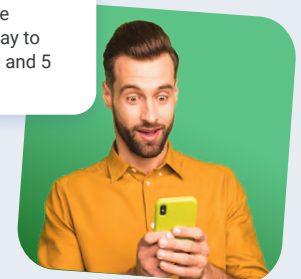
Hi Holly. Your 1-on-1 Expert Session is today at 7pm with Carl. See you there! (If you need to reschedule text CHANGE).



2 Announcements and opening times

Dave had planned on stopping by the store on Sunday. The bad news? You'll be closed. The good news? He got the message about your new opening times. Saturday it is!

We're open all week except Sunday! Pop in any time between 9 and 6 Monday to Friday, and between 10 and 5 Saturday.



3 Back-in-stock alerts

They were sold out of Jake's size last time, but they said they'd text him when the next delivery came in. Looks like they're back in stock now.

The shoes you wanted are back in stock. Still interested? Text YES and we'll reserve them in-store for a week.



4 Location-based offers

Anna was in the neighborhood when she got the message. A quick detour on the way home and now she knows what he's cooking tonight.

Fancy steak for dinner? We got great deals at Sam's Meats. Find us on corner of 11th and South Street.



5 Weather-based offers

When the sun's been out all week, a little nudge like this is all Kayi needs to start planning a weekend picnic.

Summer is here! Are you ready? Check out our gourmet hampers [here](#).



6 Queue management

The local store has limited opening hours this week, so Amal's booked her slot to pick up some essentials.

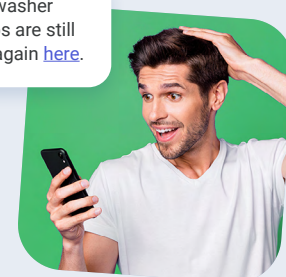
You're in the queue! The next available slot is between 3:30 and 4:00PM today. Text OK to confirm or TOMORROW if you can't make it.



7 Repeat purchases

Jonas didn't realize he was running low on dishwasher tabs – until you texted him with a repeat purchase reminder. Good thing someone's keeping track!

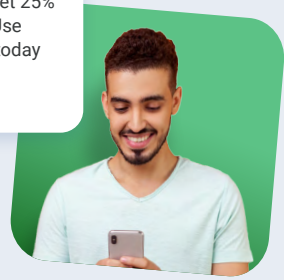
Running low on dishwasher detergent? Clean Tabs are still on sale. Order them again [here](#).



8 Encourage app downloads

Pedro's not usually a big app user, but he just hit download faster than you can say '25% discount'.

Download our app and get 25% off your first purchase. Use discount code SHOP25 today only. Ts and Cs apply. [Download now](#)



9 Abandoned cart reminders

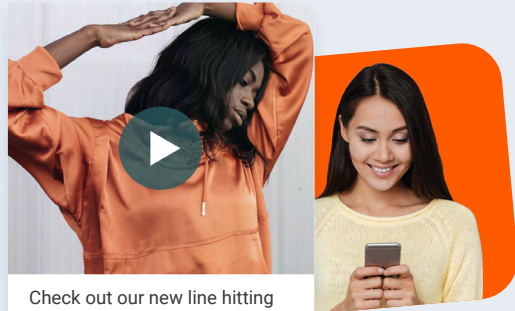
Sandra never got to finish her online shopping the other night, and she had forgotten all about it – until she got a little nudge. Now she's ready to dive back in.

Did you forget something, Sandra? There are items in your shopping cart. [Take another look now](#)



10 Product showcases

When her favorite store releases a new fashion line, Aliya wants to be the first to know. Now she's the first to see it too, with showcase images and videos sent to her via MMS.



Check out our new line hitting the rails this week. [Shop now](#)

11 Temporary credit card

Jasmine's got a store credit card but she left it at home today. No problem – after a quick text message interaction to verify her identity (via an API with your CRM) she's received a temporary card in the form of a scannable QR code.

Thanks for reaching out to Beneath Card Services! I'm happy to help with your request. Message and data rates may apply. First I just need to verify your account. What's your zip code?

11217

What's your date of birth? (MM/DD)?

02/21

Thanks Jasmine This QR code will act as your temporary card for the next 24 hours. Scan this during checkout.

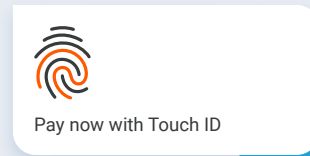
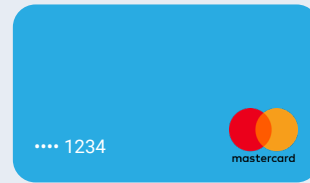


12 Mobile payments

Brandon likes getting money-off promotions sent to his mobile – but he likes it even more when he can go ahead and pay without even leaving the message thread. It's all possible with rich messaging.

Rich messaging
Apple Business Chat for iOS, and RCS for Android, are rich messaging formats that represent the future of mobile. They deliver images, videos and interactive app-like experiences via the messaging inbox. For more information, speak to one of our rich messaging experts.

GET IN TOUCH

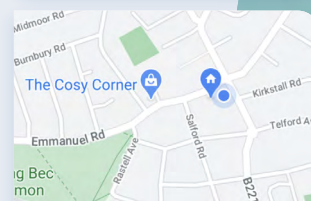


13 Live delivery tracking

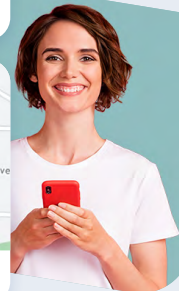
Natasha doesn't like hanging around at home waiting for deliveries. So she loves it when she can track the driver's progress with a live map – delivered via RCS.

Even if you're not set up for rich messaging, when you send an SMS to a customer it can arrive in their inbox complete with your brand logo.

Hi Natasha! We will deliver your order number AMN290140 today between 1PM and 3PM



Track your delivery [here](#)



Ready to learn more?

Want to learn more about the retail opportunity in mobile messaging? To dive deeper, check out our Retail ebook - What Customers' Want

GET THE GUIDE



The Infobip Advantage

GLOBAL REACH AND LOCAL PRESENCE

- ✔ 700+ direct-to-carrier connections
- ✔ Connect with over 7 billion people and things
- ✔ Strong enterprise client base
- ✔ 70+ offices on 6 continents

Our local presence enables us to react faster and have everyday interactions with our customers, providing solutions in line with their needs, local requirements and based on proven global best practices.

SCALABLE, FAST AND FLEXIBLE SOLUTIONS

- ✔ Best-in-class delivery rates
- ✔ High speed and reliability
- ✔ Low latency
- ✔ In-house developed platform

Our solutions are created to adapt to the constantly changing market and communication trends at speeds and levels of precision and personalization that only an in-house solution can offer.

REMARKABLE CUSTOMER EXPERIENCE

- ✔ Technical expertise
- ✔ Solutions and CX consultancy
- ✔ Customer success management
- ✔ 24/7 support and network monitoring

We will help you to get up and running in no time, whether it's assisting with integrations, messaging best practices or solutions consultancy

OWN INFRASTRUCTURE

- ✔ Locally available services
- ✔ Compliance to local regulations
- ✔ 40 data centers worldwide

Our worldwide infrastructure easily scales horizontally, leveraging the hybrid cloud model to never run out of resources. Our built-in global compliance engine is constantly updated with the latest in-country regulations and operator requirements.



PLATINUM WINNER AS THE BEST CPAAS PROVIDER IN 2021
PLATINUM WINNER AS THE BEST RCS PROVIDER IN 2021
PLATINUM AWARD AS THE GLOBAL CPAAS PROVIDER IN 2020
PLATINUM AWARD AS THE EMEA CPAAS PROVIDER IN THE 2020
PLATINUM AWARD AS THE BEST RCS PROVIDER IN 2020
GOLD AWARD AS THE BEST DIGITAL IDENTITY SOLUTION IN 2020



MESSAGING WINNER 2021
BEST CUSTOMER ENGAGEMENT PLATFORM 2020



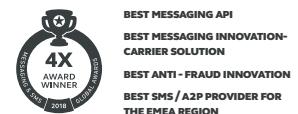
WINNER - COVID-19 FAQ CHATBOT OVER WHATSAPP



BEST GLOBAL SMS SERVICE PROVIDER - WHOLESALE SOLUTION 2020



BEST OTT PARTNERSHIP 2019
BEST MESSAGING INNOVATION - BEST RCS IMPLEMENTATION 2019



BEST MESSAGING API
BEST MESSAGING INNOVATION-CARRIER SOLUTION
BEST ANTI - FRAUD INNOVATION
BEST SMS / A2P PROVIDER FOR THE EMEA REGION



www.infobip.com