



Business Text Messaging

Enable Your Business Customer with a Powerful Communications Channel

Service Provider Benefits

- Increase commercial revenue and addressable market
- Boost customer loyalty and lifetime value with business bundles
- Win new business customers using competitive voice offerings
- Easy to launch—no equipment or truck rolls
- Sell it anywhere, on any voice service

Small/Medium Business Use Cases

- Appointment reminders
- Auto responses for frequent questions
- Order queries and updates
- Sales & marketing campaigns
- Support interactions

Text-Enable Business Landlines

ZCorum's cloud-based VoiSelect Business Text Messaging (BTM) enables service providers to grow commercial revenue, stand out from the competition, and deliver a compelling new communication service to their small and medium business (SMB) customers.

BTM helps your businesses foster customer relationships, streamline interactions, and improve business performance by engaging individuals using simple and convenient two-way texting. With open rates as high as 98%, it's one of the easiest and most impactful communication channels a business can use.

They can easily resolve customer inquiries, send reminders, promote events, automate common responses, and more—all from the business phone number their customers already know and trust.

Service Provider Opportunity

Most businesses surveyed view business text messaging as a valuable customer communications channel: 82% of respondents said they use or are interested in using business text messaging.

Why Your Customers Will Care

Many consumers prefer text messages to phone calls for short exchanges. Which means your customers are seeking out text message solutions to meet their customers' expectations. Many studies have shown that SMS engagement rates far outperform other communication means. This creates a substantial market opportunity for service providers.

Transform Communication for your Small and Medium Business Customers



Multi-User Portal

Shared inbox for employees to manage all inbound and outbound communications. Agents can view and manage multiple customer threads in a single window.



Message Bots

Automatic replies to inbound messages based on keywords and business rules. Businesses can use a list of keywords to answer common questions, like business hours or address.



Scheduled Responses

Businesses are able to craft specific messages based on specific days or hours.



Multiple Numbers

Your customers can support texting for different business lines, such as a main company number, local branches or a support line.



Campaigns

Contact list management and features to easily send alerts and promotions.

The market demand and use cases are clear: SMBs will embrace BTM because it helps them strengthen customer relationships and streamline sales, support, and marketing interaction while improving business outcomes. Target verticals include:

- Education
- Home services companies
- Non-profits
- Professional services
- Restaurants
- Retail

In a January 2021 Independence Research survey of more than 500 SMB decision makers, 37% of respondents indicated they would like to use a BTM service, and 46% responded they already do.

In a few simple steps, we can onboard and text-enable you without equipment installations or truck rolls. It can be sold as a standalone offering or bundled with your business voice products. It can also be sold anywhere—including outside your broadband or voice footprint—and over any voice solution.