

I ♥ MOBILE

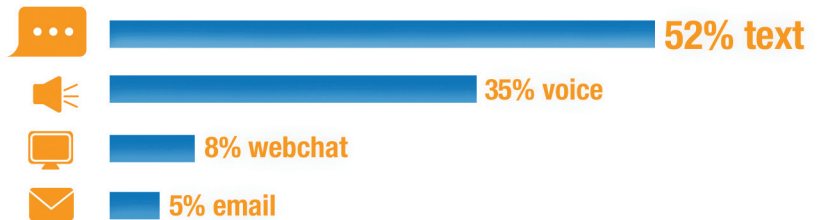
New Data Proves Customers Love Mobile

A new study revealed that **text messaging is fast becoming America's favorite** way to communicate. In fact, a recent Pew Research report says, **81% of all cell phone owners use text messaging** an average of **41.5 times per day**.

Consumers Prefer Text for Customer Support

Not only do your customers enjoy texting friends and family, they also **prefer interacting with companies they do business with via text**. What's more, **80% believe a text message could help them avoid issues** like late fees.

Preferred Customer Communications Methods



Source: ChaCha Mobile Survey Regarding Call Center Communications

Customer-Focused Companies Seek Mobile Self-Help Solutions

In the past, companies developed smartphone "apps" as their mobile solution to reach customers, but there are inherent limitations to using an app to reach your customers. **Customer-focused companies** today are adopting the proven technology of SMS-based solutions like **NuTEQ's GOCare™** to meet demand for easy access to account information. SMS is complementary to customer care centers, not a replacement for them, and **establishes ongoing account dialogue** with customers, enabling surveys and marketing opportunities as well as account based communications.

GOCare Customer Account Alerts

- Account Balance
- Payment Due Dates
- Payment Verifications
- Past Due Reminders
- Account Status Changes
- Outage Notifications
- Appointment Verifications
- And More

Tier 1 Companies Use SMS Now

Service providers such as Charter, Comcast, DISH, Verizon FIOS, Time Warner, Windstream, and AmerenUE use SMS account alerts to interact with customers. Progressive organizations find that SMS is a **convenient, low-cost means of communicating**. Customer adoption is high, operating costs are low, and consequently, ROI can range from several hundred percent to several thousand percent.

Your Customers Want to Opt-In

- Up to 45% of customers will opt-in after the first invitation to do so
- Opt-in customers are more loyal and spend more than other customers (80%–500%)

GOCare Demonstration

To test the GOCare service offering, text the word **DEMO** to **90622** and follow the prompts.

For More Information Text:
MOREINFO to 90622
or call 678-248-2458

