

10

BUSINESS TEXT MESSAGING

ETIQUETTE RULES YOU NEED TO FOLLOW



1

GET PERMISSION

Nobody likes getting spammed and it could cause legal issues if you don't have proof of consent. Make sure you get permission to text your customers by using website forms, email or phone confirmation.



2

SEND DURING BUSINESS HOURS

Texting is fast and effective, but only when it's sent at the right time. Sending text messages to customer too early, too late or even on weekends will annoy them and cause them to block you forever.



3

BE PROFESSIONAL

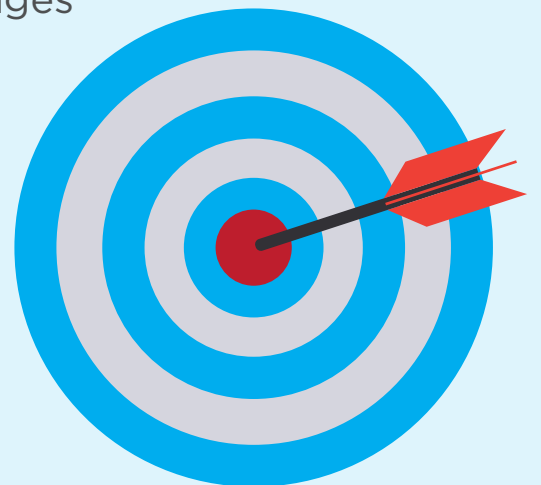
Even though texting is personal, it doesn't mean you can be less professional. Using abbreviations or strange emojis can cause confusion or even offend your customers if they don't know what you mean.



4

GET TO THE POINT

Text messages are meant to be a way for fast communication. Nobody wants to read a paragraph long text message. Keep your text messages short and straight to the point.



5

RESPOND QUICKLY

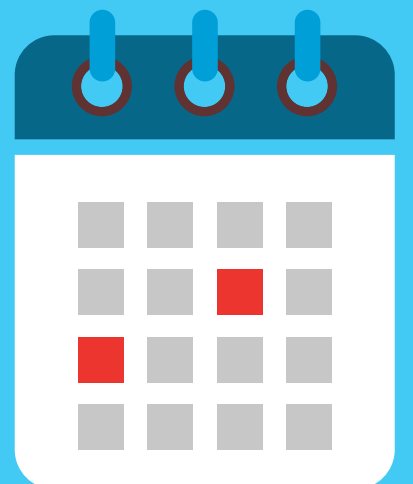
When customers text your business, they need an immediate answer. Make sure you are prepared to respond to customer text messages quickly but make sure to check your spelling and grammar before hitting send.



6

LIMIT FREQUENCY

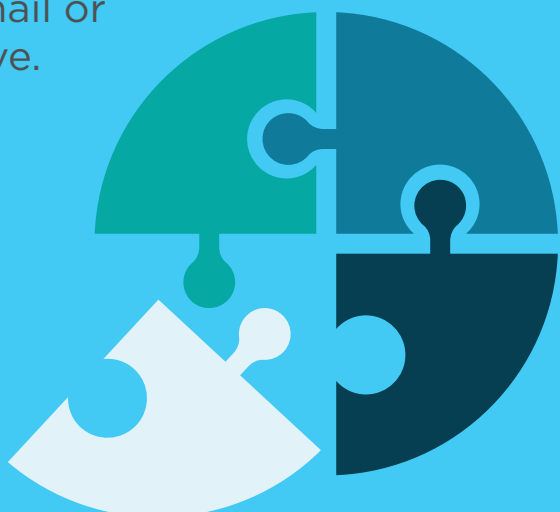
Keep your text communication to a minimum unless initiated by the customer. Only send a text message when it's important or relevant to the customer. Never mass blast non-relevant marketing messages to customers.



7

TAKE COMPLEX ISSUES OFF TEXT

If customers try to ask a complicated question that requires an extensive answer, let them know and direct them to another channel such as email or phone call to resolve.



8

DON'T SEND CONFIDENTIAL INFO

Never send confidential or personal information through text message such as social security or credit card numbers. If you need to send information in addition to the message, send it as a link to a secure document or web page.



9

STOP WHEN ASKED

Respect your customers' communication preferences. If they opted in before but want to stop, make sure you end text conversations right away and ask for a preferred way of communication in the future.



10

END CONVERSATIONS PROPERLY

Since text messages can go on forever, make sure you properly end the conversation so the customer knows that it ended rather than thinking you will reply back but don't.

