

Adding **text** to your communications mix

Can your customers and employees choose to receive communications by text? If they could they probably would. It makes life easier for them – no logging into email or opening a letter when they're busy.

Here's how you can increase cut-through, engagement and response rates to your communications.

You want communications that are...

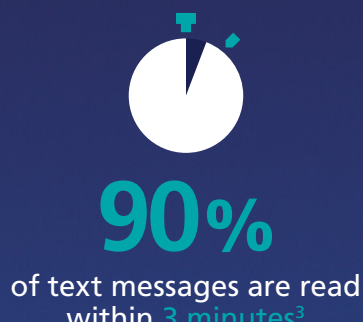
Effective



Engaging



Immediate



We've come to rely on text messages...



We look at our
mobile phones
150 times a day⁶

Organisations that use mobile messaging to communicate with people benefit from...

Reduced costs



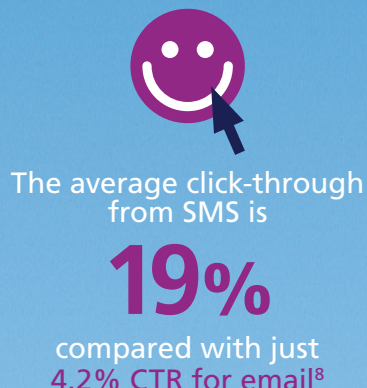
Increased sales



Fewer inbound calls



More engaged customers



Messaging Services from O2 can help you communicate with your customers and employees quickly and efficiently. With one platform integrating text and multimedia messaging (SMS and MMS) with voice, email and in-app push notifications, it's a cost-effective and engaging way to keep in touch.

Discover all the features of Messaging Services from O2, visit o2.co.uk/enterprise or call 01235 433 507.