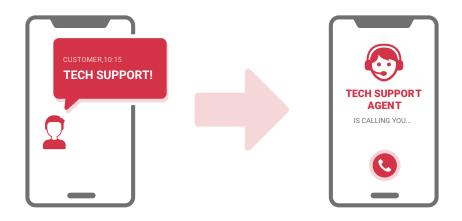# SMS Callback and its Benefits

SMS Callback and its Benefits

With the increased use of mobile phones and tablets, there is simply no need to keep your customer waiting in line to speak to a representative. Connect your customer with an available agent quickly, by having the customer text a simple one-word message. For more specific requests, set up multiple keywords that connect your customer to different business functions.

Features

- SMS text places customers in queue and notifies agents on their interface to call
- Enable keywords such as "tech support" to route to specific departments or agents with particular skills
- Auto replies to customer text with avg. wait times

Benefits

- Reduce the number of customers waiting on hold on the line
- Provide an easier way for customers to reach out, improving your customer support experience
- Connect customers with the right agent, the first time reducing the number of transfers and avg call handle times
- Gain more leads for marketing initiatives by providing an easier way for customers to get more information
- Include SMS Callback keywords in SMS blasts to offer a way for customers to get a callback from a sales representative

In Every Scenario, SMS Callback Improves Customer Experiences

Promote Your SMS Callback Number

Place a number for customers to text for an agent to call on your website, brochures, social media posts, booths at conferences, and more. You may also add keywords which allows them to get contacted by a specific person. If they reply with "Tech Support" then they are contacted by tech support the first time with no transfers needed.

Use in Marketing Campaigns

Whether you're running digital or print ads, utilize your SMS Callback number on your ads to provide an easier way for your customers to reach out, without being placed on hold, reducing queues, and connecting them to the right person the first time.

SMS Blasting Campaigns

If you're using SMS Blasting to send a text notification to your customers, you may also want to include a reply back option through SMS Callback which allows them to get a call back from an agent.