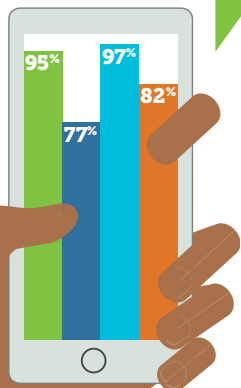


# BUSINESS-TO-CUSTOMER TEXTING TRENDS

Texting is now ubiquitous not just for personal communications, but also for business-to-customer communications.

## The State of SMS and MMS Texting

Your customers are texting.



**95%**

of U.S. adults now own a mobile phone, and

**77%**

own a smartphone.<sup>1</sup>

**97%**

of Americans text at least once a day.<sup>2</sup>

**82%**

of consumers keep notifications on for texts.<sup>3</sup>

Customers want businesses to text too.

**9 out of 10 consumers**

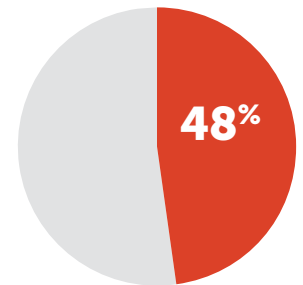
want to talk to businesses through messaging.<sup>3</sup> Texting is the #1 channel for customer service preferred by customers in the United States.<sup>3</sup>



But most businesses aren't.

**Only 48%**

of businesses are equipped to connect with customers through a message.<sup>3</sup>



## The Opportunities

Implementing a technology solution that enables your dealership staff to text customers through the CRM creates opportunity for improvement across your business.

### Reputation

Messaging is

**3-8x more preferred** than face-to-face communications across all generations.<sup>3</sup>



**77%**

of consumers with texting capabilities aged 18-34 have a positive perception of text-enabled companies.<sup>4</sup>

**41%**

say they feel the company that uses texting to communicate understands their time is important.<sup>4</sup>



### Message Breakthrough

Texts have a

**98% read rate,** with 90% of texts being read in **3 minutes.**<sup>5</sup>

The average messaging session, from initial message to last message, lasts

**86 minutes.**<sup>6</sup>



Appointments

**10%**  
more likely

### Results

Among Connect CRM and Connect Texting users, internet leads that have been sent text messages from the dealership are

**10% more likely** to have an appointment set than leads not sent texts.

Learn more about texting and how it can improve your dealership's results at [vinsolutions.com/texting](http://vinsolutions.com/texting).

**VinSolutions**  
Make every connection count.

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