

Transactional SMS readiness checklist

Transactional SMS is a powerful tool for fostering long-term relationships between your brand and subscribers. By communicating with your customers via text message about their purchases, you empower them with greater control over the shopping experience. For your business, this can be a game-changer, increasing AOV and LTV, reducing churn, and automating your support processes.

To set your brand up for success with transactional SMS, use this checklist to plan and prepare so you can take advantage of all the benefits this strategy has to offer.

1. Do a friction test

Before you implement SMS, analyze your subscription strategy and review your churn numbers. If you are seeing high churn, identify the lowest hanging fruit to fix before turning on SMS, or do a trial on your most loyal subscribers.

2. Bring your brand voice

Find ways to talk to your customers in the way you want your brand represented. Strike the right balance between informative and fun so your customers are talking to someone they want to continue to do business with. Automate those texts by pre-writing them to send in the conversation.

3. Collect

You can't send text messages without phone numbers! Ensure you're collecting that data from your customers during the checkout process.

4. Start slow

Instead of setting up SMS for your entire customer base, use segmentation to try it out on 5%–10% of your most loyal subscribers.

5. Measure

Before turning on SMS, have a baseline of your metrics, specifically LTV, AOV, and churn. Then, for the subset of customers you send text messages to, start to analyze any shifts in those metrics to identify bright spots or opportunities for improvement.

6. Open it up to more

When you start to see success in your message and delivery, open up SMS (getting consent along the way) to more of your customers to test it out in additional segments.

7. Get feedback

Regularly check in with your customers or customer advisors on how they're liking SMS and things they'd like to see improved. This way, you can keep your ear to the ground on customer experience and satisfaction.

8. Get consent

Remember to get explicit consent with an opt-in option for the customers you want to test out transactional SMS on to avoid any legal ramifications in the future.