

ENGAGING YOUR CUSTOMERS (AND YOUR EMPLOYEES!)

# Mastering the Art of Engagement

How Messaging Transforms Customer and Employee Connections

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In an era where attention spans are at their shortest and consumer behavior shifts rapidly, businesses face a crucial crossroads. The challenge is clear: how to engage not only customers but also employees in a world where traditional brand loyalty is fading. The solution lies less in chasing attention and more in understanding how to capture and retain it, presenting both a challenge and an opportunity for mobile operators in today's changing landscape.

Today's customers, bombarded with information, have become adept at filtering out the noise. Their attention spans, which demand immediate engagement by recognizable brands, require thoughtful strategies to earn, nurture, and retain that attention. This shift resonates throughout the workforce and consumer base. As the telecom industry drives digitalization across sectors, employees and consumers alike seek immediate, meaningful engagement in our tech-centric world. The goal of this engagement is to harness the most direct and personal channel available: mobile messaging.



## Messaging for Growth and Innovation

Considering the average American checks their phone 144 times a day<sup>1</sup>, mobile messaging provides an unmatched platform for interaction. This goes beyond mere information distribution to include real-time, interactive communication. Messaging enables mobile operators to offer engaging experiences, deliver timely updates, and provide interactive services, fostering stronger, loyaltyinspiring connections.

Mobile operators can leverage messaging to capture new business opportunities as well, such as extending SMS/RCS solutions to local businesses. This collaborative approach enhances customer satisfaction and creates a winwin situation. By aiding local businesses in adopting messaging, mobile operators not only strengthen customer relationships but also tap into potential revenue growth. This partnership highlights the transformative power of messaging in the digital era, as operators expand services and help local businesses connect with customers, opening exciting opportunities for both.

## Approximately 86% of smartphone users in the U.S. receive weekly business messages.<sup>2</sup>

While SMS established the foundation for text-based communication, RCS introduces multimedia capabilities like highdefinition image sharing, interactive buttons, and rich card formats. This evolution in messaging technology sparks creativity and personalization in customer outreach. For mobile operators, it's not just a technical upgrade; it's a strategic move towards deeper, more meaningful interactions. Messaging transcends basic customer engagement tools; it's also effective in driving workplace transformation.

### Unlocking the Power of Internal Messaging

In a fast-paced business environment, internal messaging boosts employee satisfaction and fosters a culture of promptness, transparency, and connectivity. This applies to interactions with customers and employees alike. Mastering text-based communication means balancing tone, timing, and content to match digital nuances. Crafting informative, personalized, and brandaligned messages is crucial in today's influential messaging sphere. While internal email has higher engagement rates than marketing emails, employees are still 50% more likely to open a text message.<sup>3</sup>

This represents a transformative opportunity for mobile operators to revolutionize relationships with both customers and employees. Messaging establishes a direct connection with a highly engaged audience, enabling interactions nearly impossible through other channels. As mobile technology evolves, operators who take the lead in messaging innovation will excel in customer and employee engagement.

In conclusion, the evolution of messaging technology offers mobile operators a unique opportunity to cultivate changes in customer engagement and workplace innovation, positioning themselves as agents of transformation in the greater business world. By embracing this potential, they can become leaders in a vibrant, influential future where effective messaging unlocks success in the digital era.

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## References

<sup>1</sup> 2023 [Reviews.org](#) American Cell Phone Usage & Habits Survey

<sup>2</sup> Source: MEF's 9th Annual Trust Study

<sup>3</sup> Source: 2024 Workshop Internal Communication Trends Report