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MOBILOZOPHY

WHAT'S YOURS?

AMS Uses Mobilozophy SMS APIs to Enhance Consumer Experience





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“Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value.” – Philip Kotler, Marketing Author, Consultant, and Professor

In 2021, the relationships you have with your customers can make or break your business.

Study after study, research shows that consumers value superior customer experience, and companies with a customer mindset drive revenue higher than their competitors.

- 96% of customers say customer service is important in their choice of loyalty to a brand
- Brands that offer exceptional customer experience earn 5.7 times more revenue than competitors that lag in customer experience
- Customer-centric companies are 60% more profitable than companies that don't focus on their customers
- And the list goes on

It's clear that consumer experience is critical to your success, but what if you aren't able to interact with consumers in person? What if you offer products and services online only?

As of 2021, there are anywhere between 12 to 24 million online shops – many of which do not have a physical storefront. Considering the number of people shopping online worldwide has reached over 2.14 billion, there is an immense opportunity to drive sales and growth. So, how do you connect with these shoppers?

How do you ensure optimal customer experience and brand loyalty?

The power of SMS marketing.

Want to Connect with Online Consumers? SMS Marketing Is the Solution

When people leave the house in the morning, they always grab a few things – their wallet or purse, keys, and phone.

The vast majority of Americans (97%) in 2021 own a cellphone of some sort, 85% of which own a smartphone. This number is up from 35% based on research conducted in 2011.

Although there are various options to reach consumers on their mobile devices, including email blasts and social media promotions, texting is one of the most inclusive options. Consumers want to receive texts and special offers, but data shows that so many businesses are missing the mark.

- 54% of consumers want to receive promotions via text message, yet only 11% of businesses send them this way
- 83% of consumers want to receive reminders, yet only 20% of businesses send them this way
- The top three types of SMS text messages customers want to receive include updates on their shipping tracking for products (75%), order status updates and confirmations (65%), and scheduling reminders (46%).

AMS Enhances the Consumer Experience with Mobilozophy's SMS APIs

American Music Supply (AMS) is a musical instrument and gear company serving millions of consumers.

For over 30 years, AMS has been the place for all things related to musical instruments and gear, offering the best deals and superior service. However, without physical brick and mortar stores, it can be difficult for consumers to connect with AMS on a more personal level.

AMS wanted to seize opportunities to provide a simple, enjoyable, and valuable experience for building long-lasting relationships. That's why AMS partnered with

Mobilozophy and licensed its SMS Marketing APIs.

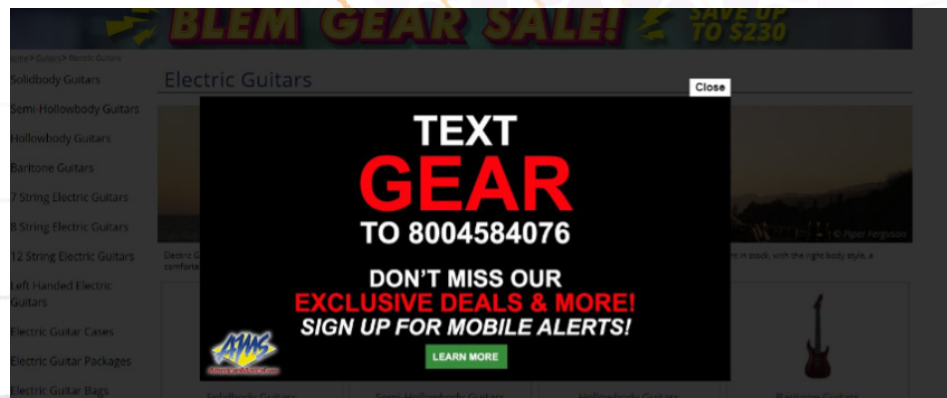
Through Mobilozophy's SMS APIs, AMS can enhance the consumer experience by giving them options to receive general marketing alerts, send items of interest to their device, exclusive notifications, and shipment and tracking status.

AMS has elevated their marketing strategy and their consumers benefit from a better customer experience. Everybody wins, supporting the development of greater loyalty and lasting relationships.

Here's how they implemented their SMS APIs strategy.

Mobile Alerts

By using a pop-up to display a call-to-action, consumers can easily opt-in to receive AMS general marketing texts about current deals, breaking news, and new products. Consumers simply text the word "GEAR" to 8004584076 (a 10-digit code). A confirmation text gets sent asking them to confirm their opt-in by replying "Yes."

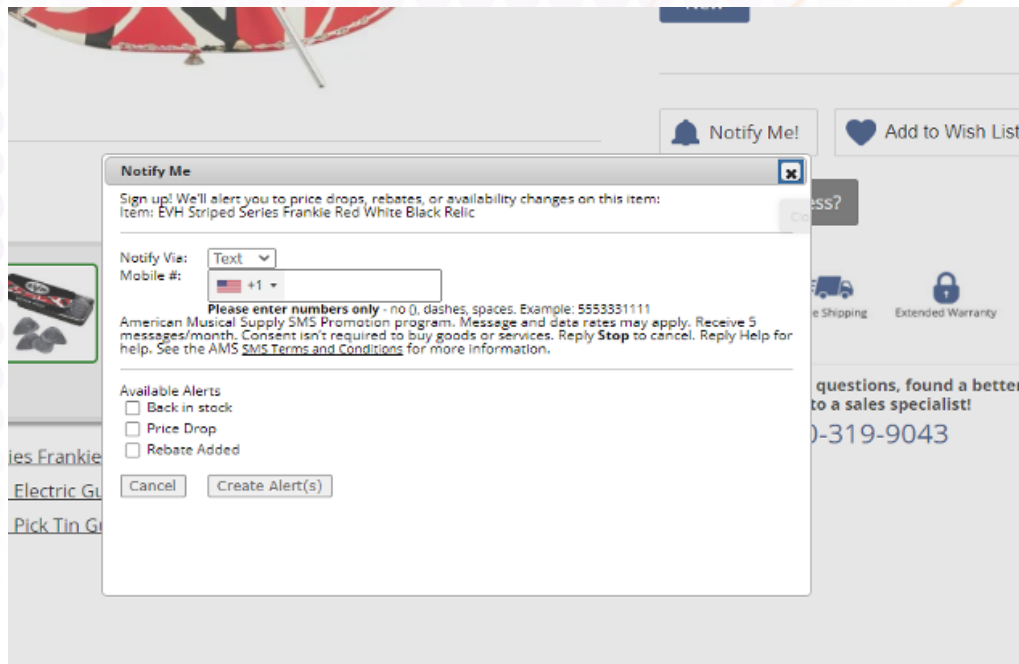


It's that simple and can be customized based on whatever it is you offer.

Notify Me

Besides mobile alerts, AMS wanted another way to keep consumers engaged. So, they added a "Notify Me" button to their website. Consumers can click to opt-in to get exclusive notifications such as back-in-stock, price drops, and rebates.

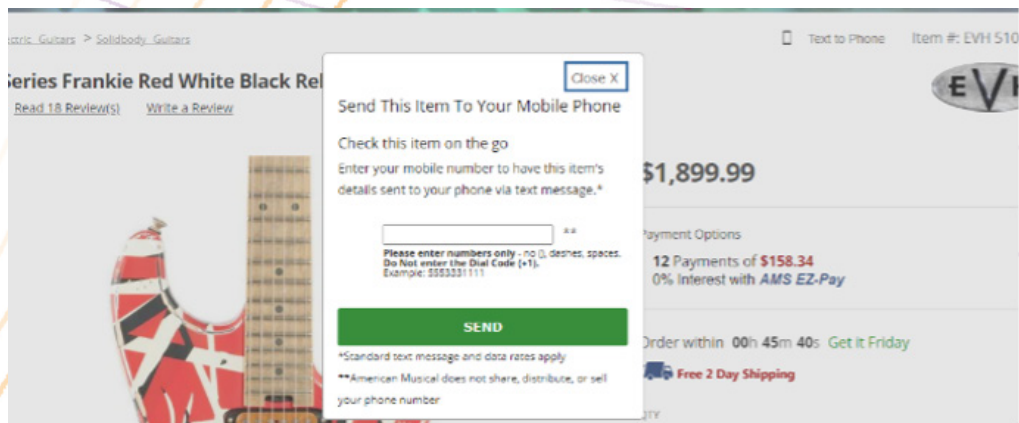
This keeps consumers engaged, encouraging recurring business.



A screenshot of a 'Notify Me' modal form overlaid on a website. The form has a title bar with 'Notify Me' and a close button. The main text says: 'Sign up! We'll alert you to price drops, rebates, or availability changes on this item: Item: EVH Striped Series Frankie Red White Black Relic'. Below this, there's a 'Notify Via:' dropdown set to 'Text' and a 'Mobile #' field with a country code dropdown set to '+1'. A note says: 'Please enter numbers only - no 0, dashes, spaces. Example: 5553331111'. Below the note, there's a paragraph: 'American Musical Supply SMS Promotion program. Message and data rates may apply. Receive 5 messages/month. Consent isn't required to buy goods or services. Reply Stop to cancel. Reply Help for help. See the AMS SMS Terms and Conditions for more information.' At the bottom, there are checkboxes for 'Available Alerts': 'Back in stock', 'Price Drop', and 'Rebate Added'. There are 'Cancel' and 'Create Alert(s)' buttons.

Convenience

Sometimes consumers see something online but don't have time to look into it or make a purchase. These online shoppers often want a quick and easy way to review the item(s) later. Well, AMS got creative and using Mobilozophy's APIs, added the ability for consumers to send an item directly to their mobile device.



A screenshot of a 'Send This Item To Your Mobile Phone' modal form overlaid on a website. The form has a title bar with 'Send This Item To Your Mobile Phone' and a 'Close X' button. The main text says: 'Check this item on the go. Enter your mobile number to have this item's details sent to your phone via text message.*'. Below this, there's a text input field for the mobile number. A note says: 'Please enter numbers only - no 0, dashes, spaces. Do Not enter the Dial Code (+1). Example: 5553331111'. At the bottom, there's a green 'SEND' button. Below the button, there's a disclaimer: '*Standard text message and data rates apply. **American Musical does not share, distribute, or sell your phone number.' The background shows a product page for an 'EVH Striped Series Frankie Red White Black Relic' guitar with a price of '\$1,899.99' and a payment option of '12 Payments of \$158.34 0% Interest with AMS EZ-Pay'.

Once the product is on the consumer's device, the likelihood that they will revisit significantly increases – which can support higher sales and growth.

Shipment Status

AMS understands that keeping customers informed has an enormous impact on their perception of the company. Luckily, it was easy to integrate Mobilozophy's SMS API into AMS' existing system to do just that. Using SMS allows their consumers to stay informed of when their purchase is shipped and when it's delivered.

This is one area that consumers really care about and is something that any online business can easily implement.

AMS Got Innovative with the Help of Mobilozophy

AMS is an industry leader in an age when customer experience is a competitive differentiator. Once they could easily offer consumers greater convenience, and a variety of options to support the customer journey, they took action.

With the ability to automate text messages through Mobilozophy's SMS APIs, AMS got innovative.

Learn more about Mobilozophy's platform to leverage the power of SMS marketing!