2016 mobile messaging report

The face of marketing is changing; time to get prepared.

ubisend

For growing businesses looking to interact with their customers, our mobile messaging platform enables conversation through messaging apps. Within messaging apps 98% of messages are read within 3 minutes.

www.ubisend.com

Your customers expect more.

They are turning to new methods of communication.

They talk with their friends and family, rapidly and frequently using messaging applications. Sending pictures, videos, audio, text messages - all for free.

Yet when it comes to communicating with business, they have to take a step back.

Somehow, business haven't reached the same availability and immediacy as they'd expect.

This report shows how your audience wants to communicate with your business.

Who did we survey?

We cast the net wide to reach a large demographic

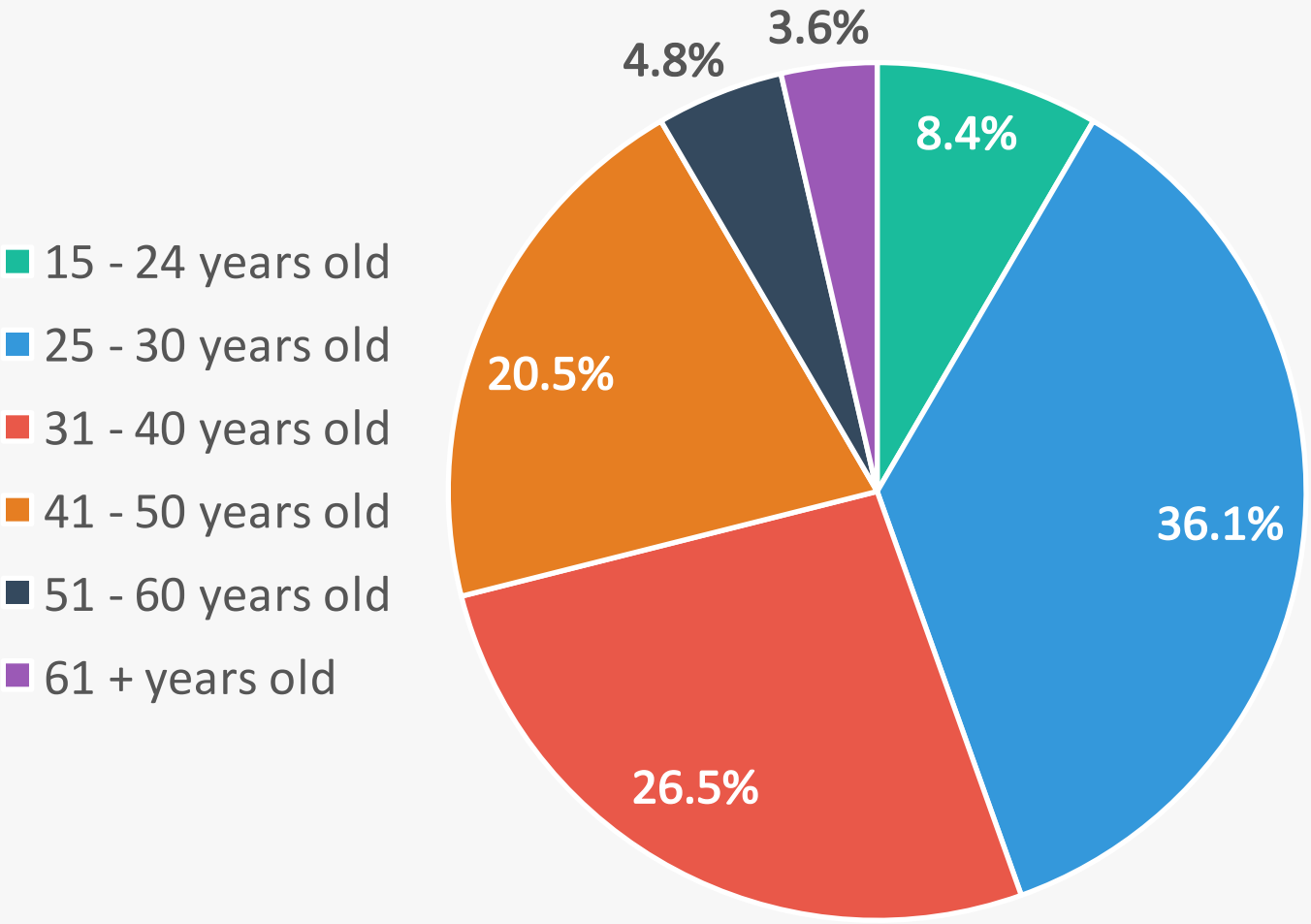
We tried to get a balanced number of replies from both consumers and business owners.

We wanted to accurately represent the expectations consumers have of businesses.

Males
15+ years old

Females
15+ years old

Survey demographics



Why business is being slow

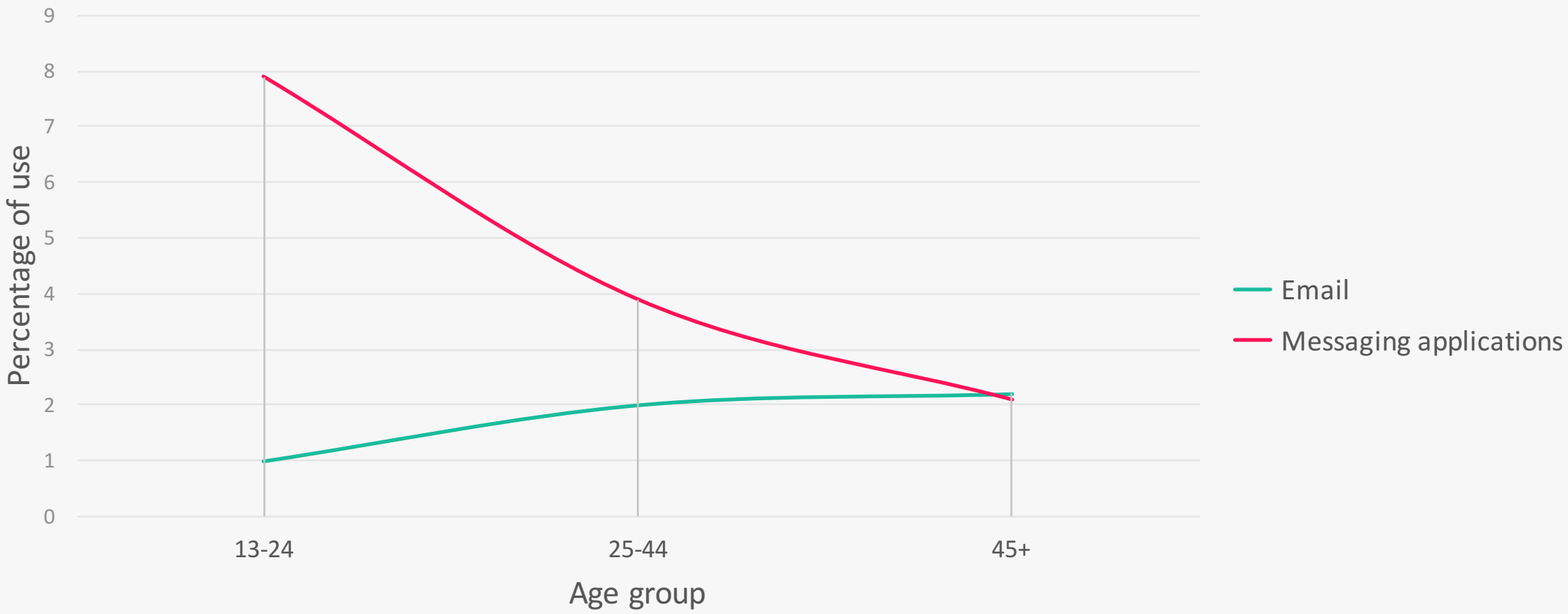
Entering a new and untested channel

They think it would be expensive

They doubt an ROI and increased engagement

Is this the slow death of email marketing?

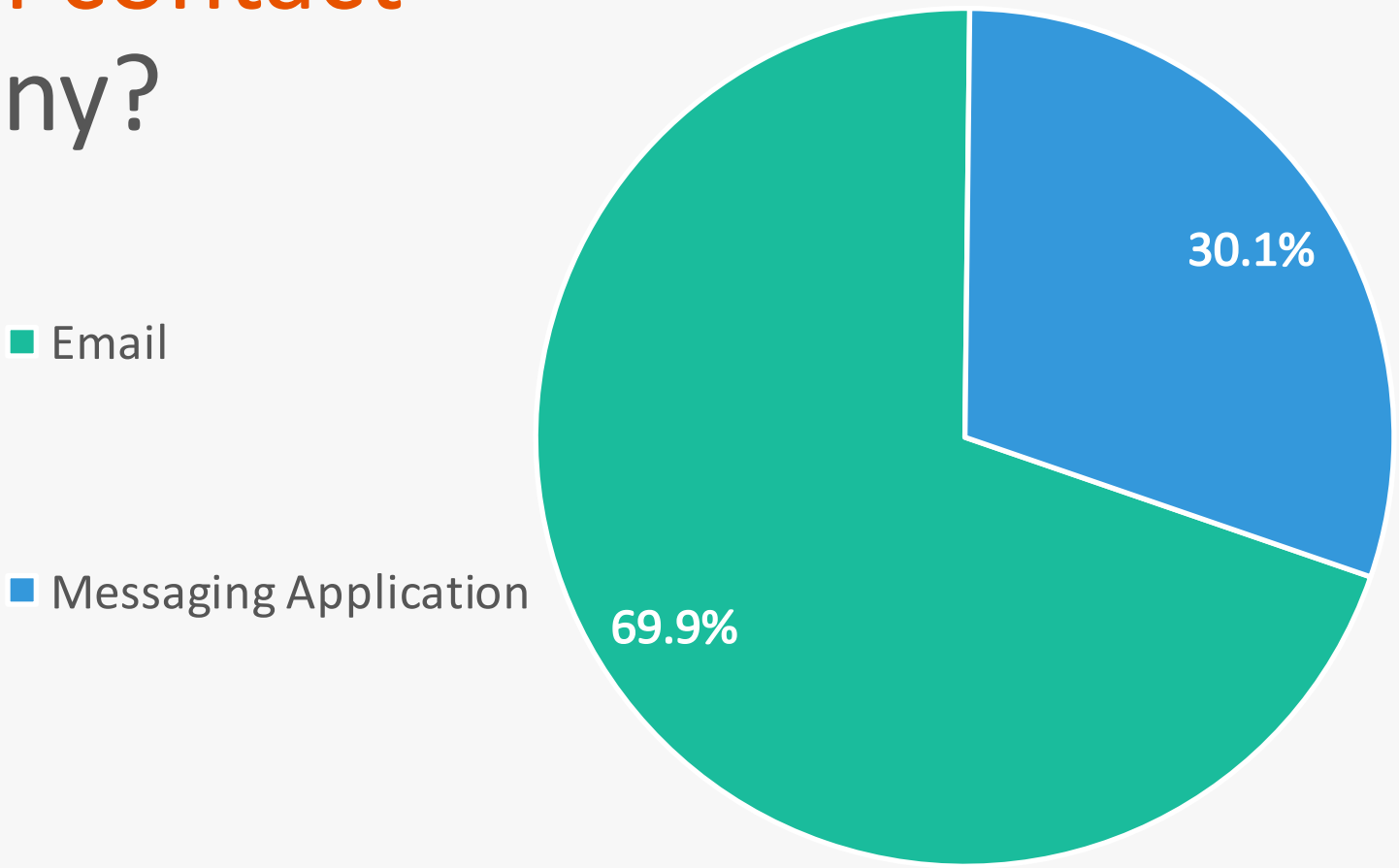
Email trends



Consumers under 24 use email 3.5 times less frequently than other means of communication. For 25-44 year olds, it's almost 2 times less. *Data courtesy of App Annie*

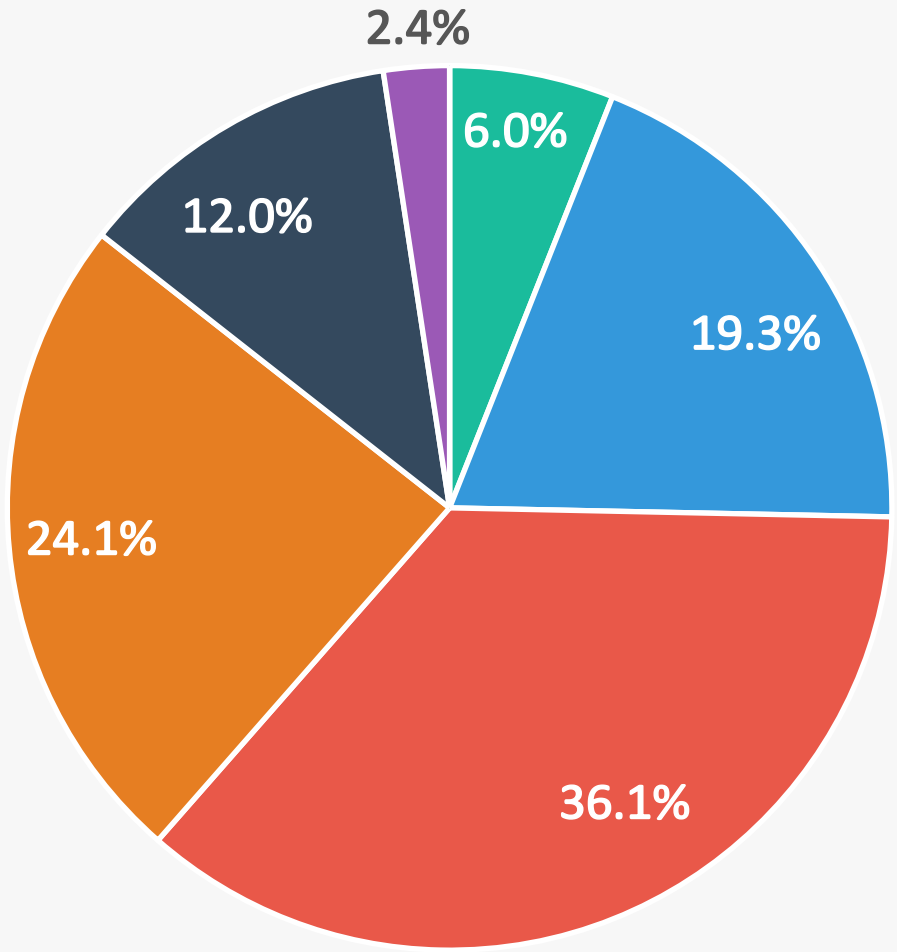
Q1

How would you prefer to make initial contact with a company?



Q2

What do you think of the marketing emails you currently receive?



Email insights

When asked what they thought of marketing emails, not a single person answered “they are good”.

Here are some of the free-field responses…

“They are mostly spam. I didn’t ask for the information.”

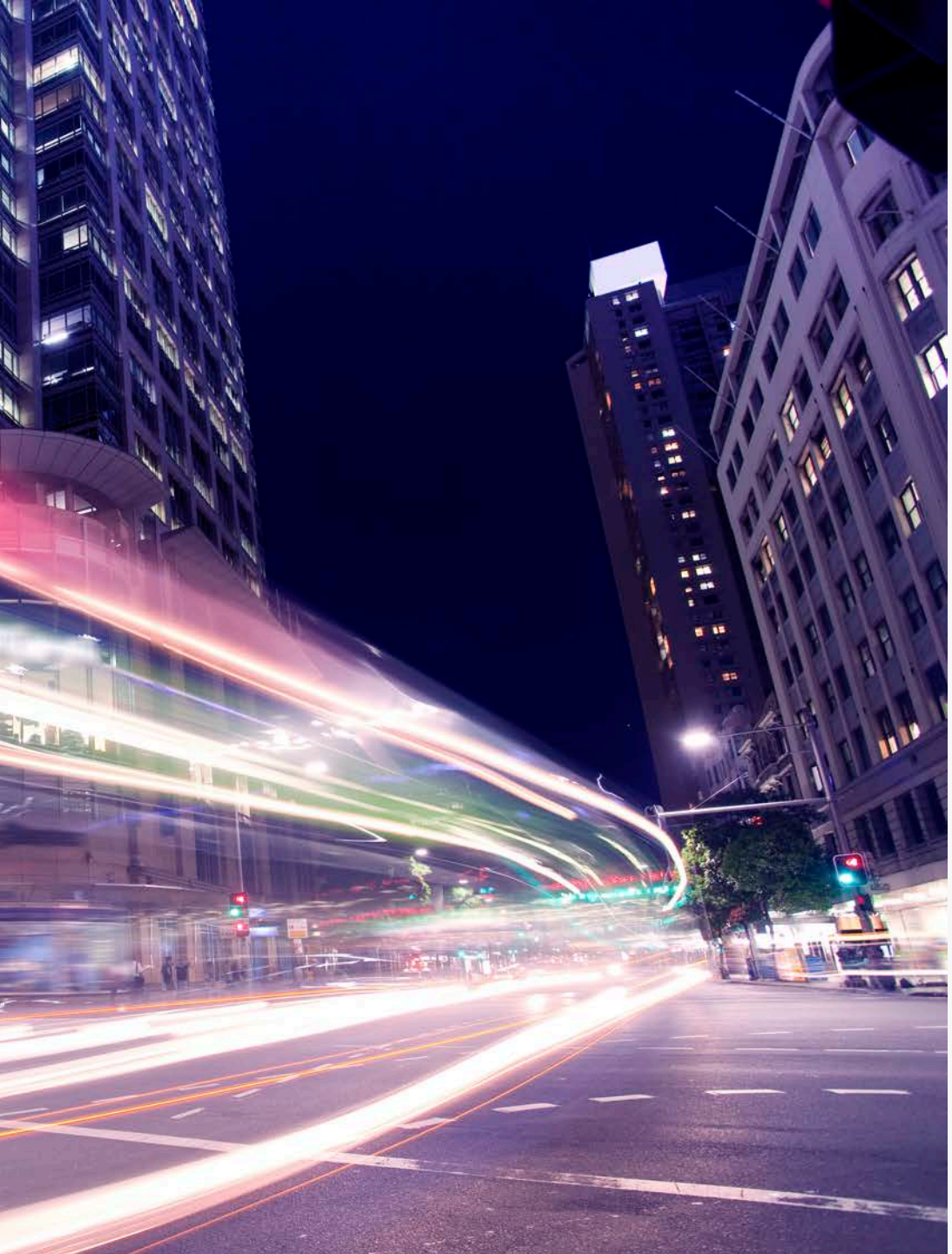
“Too impersonal. Too jargon-y. Too much self back-patting.”

“They are often repetitive and content isn’t targeted to me or my previous contact with the company.”

“Emails shouldn't be too intrusive.”

The biggest issues are the lack of personalisation, interaction and relevancy.

How do consumers talk to a business?



The way people communicate has changed. We've moved from expensive and short SMS to free, rich media, instant messages.

The way we talk to companies hasn't caught up. We still browse a website looking for a contact form or the correct "info@" email address.

We end up searching the internet to learn about products and services. Wouldn't it be better if we could just ask the company?

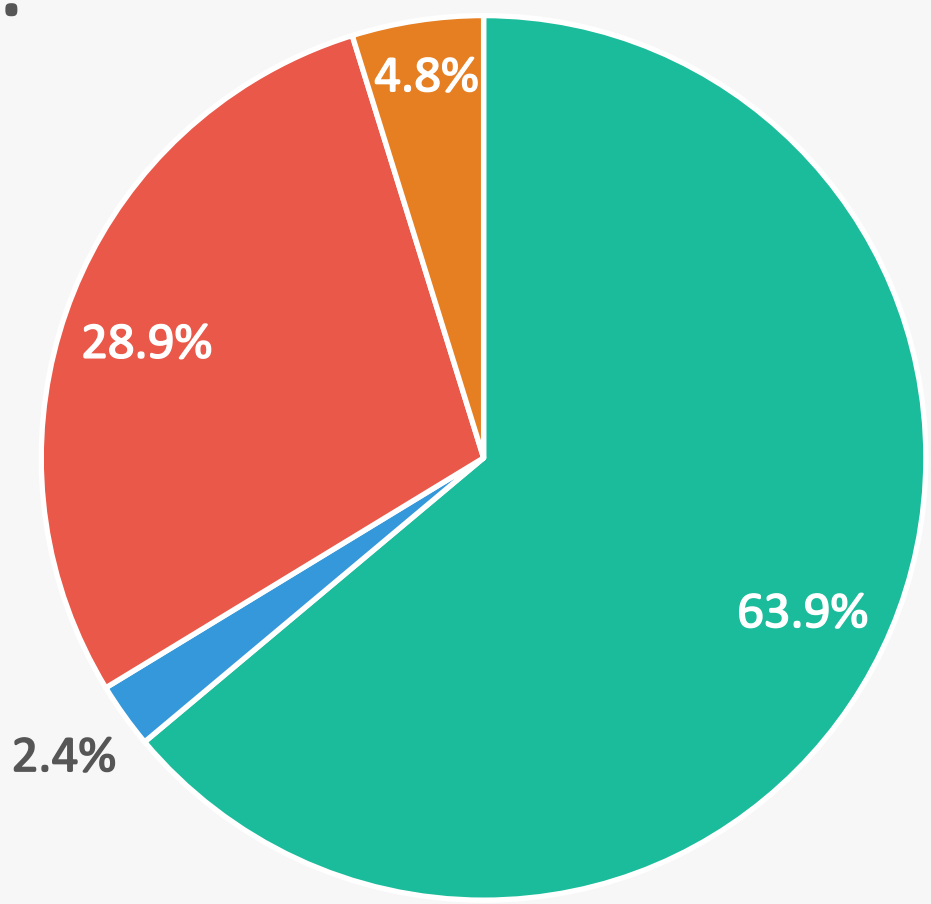
This survey showed only 2.4% of customers go straight to a company to ask a question.

There's more to it than just preferred communication channels, the results also show there's a disconnect in availability expectations.

The following answers tell you when customers need you.

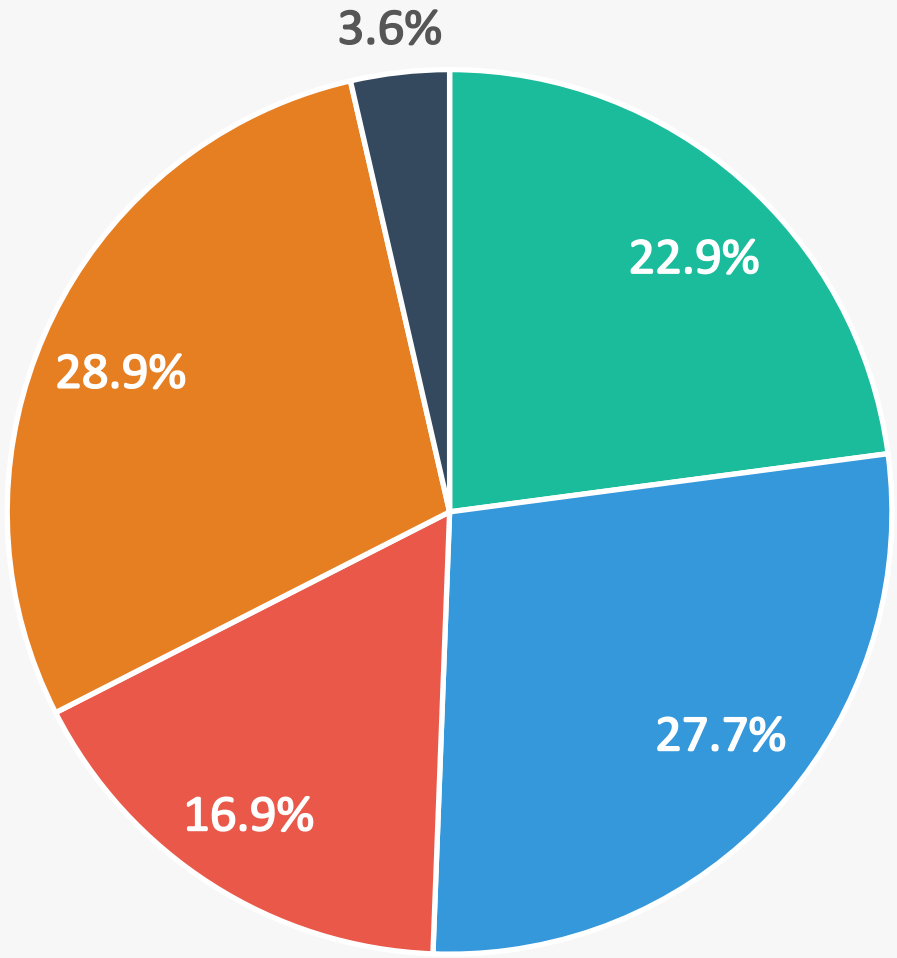
Q3

Before buying something, how do you do research?



Q4

A business should respond to me 24 hours a day, 7 days a week



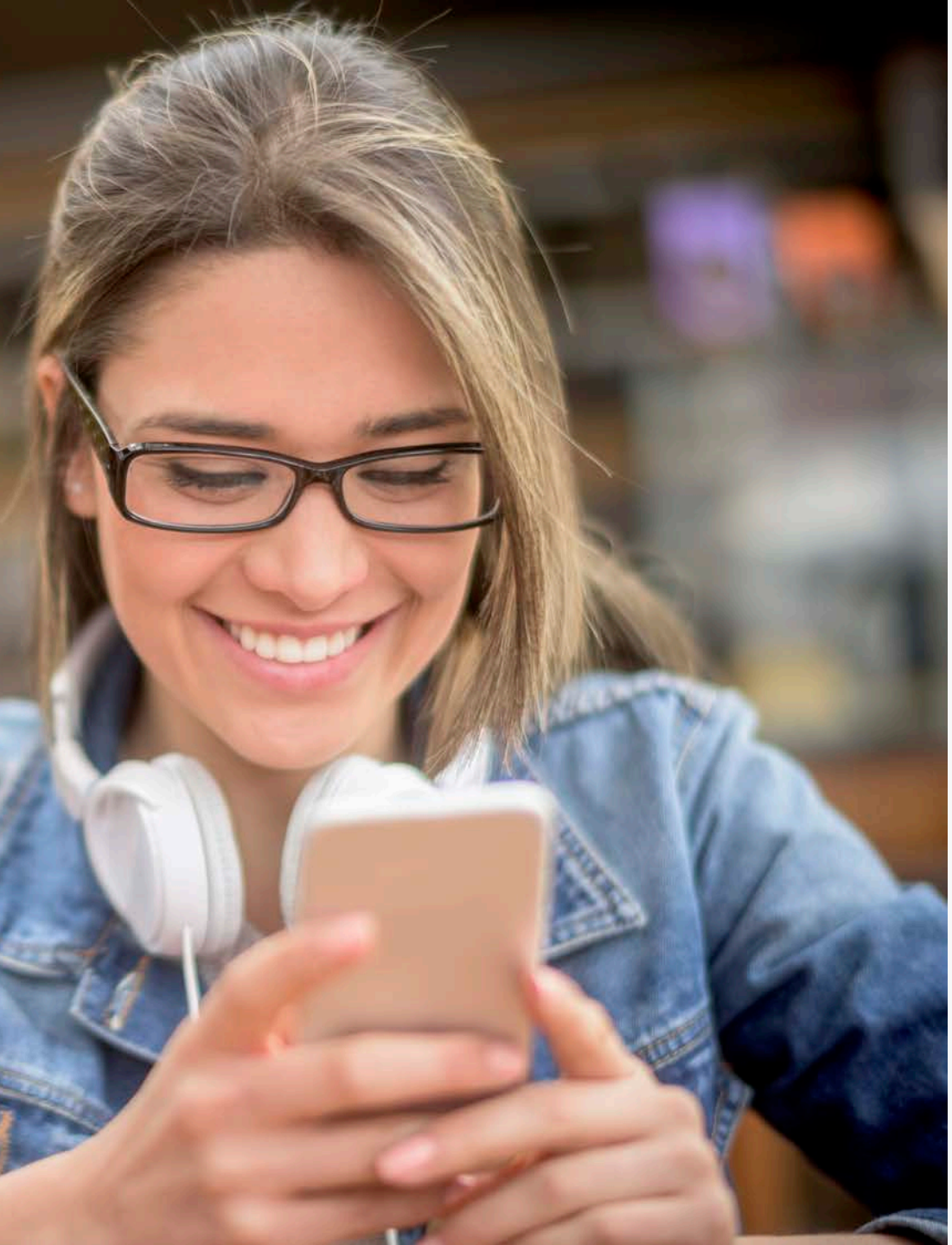
Consumer research insights

Over 50% of people surveyed said it is important for a business to be available, contactable and responding promptly 24 hours a day, 7 days a week.

There is an expectation for the instantaneity and availability the consumer experiences when talking with peers to also happen with companies.

An email to “hello@business.com” simply isn’t good enough anymore.

Is SMS still a viable option?



SMS is still widely used as a way to send short messages when the internet isn't available.

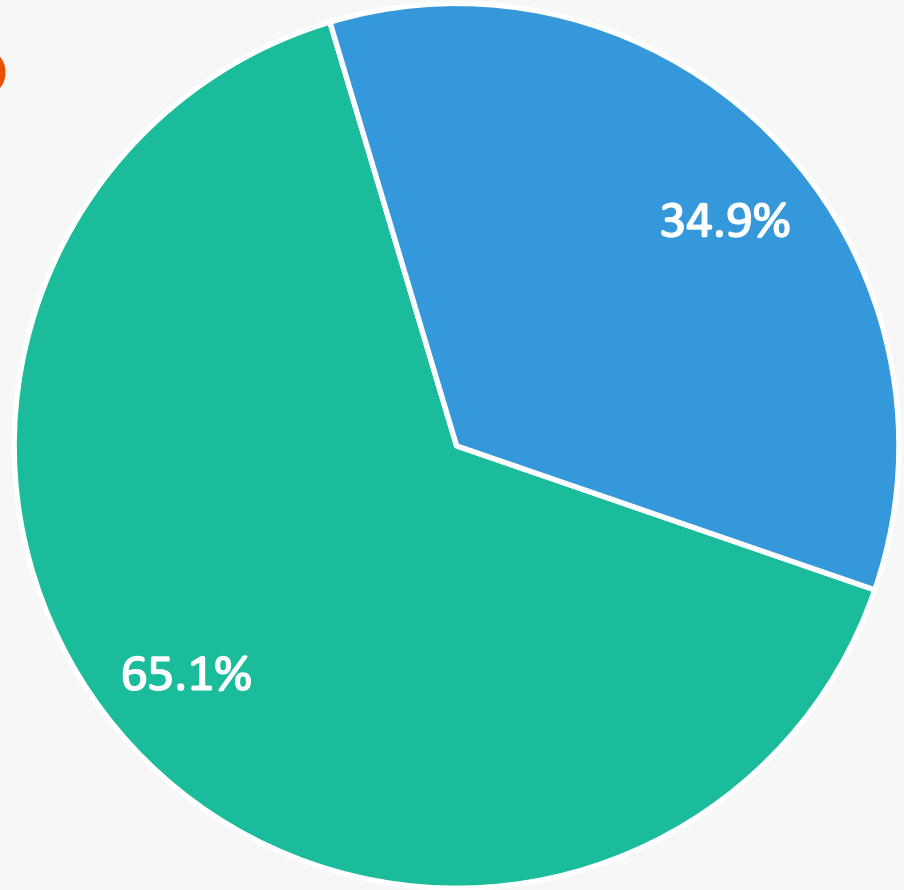
Companies have used SMS for a long time.

Think of the SMS you've received; appointment reminders, delivery notifications, Friday night pizza promotions etc.

The following two questions gave great insight as to whether consumers want to use SMS to talk to a company.

Q5

Assuming both are free and possible, how would you rather talk to a business?



Q6

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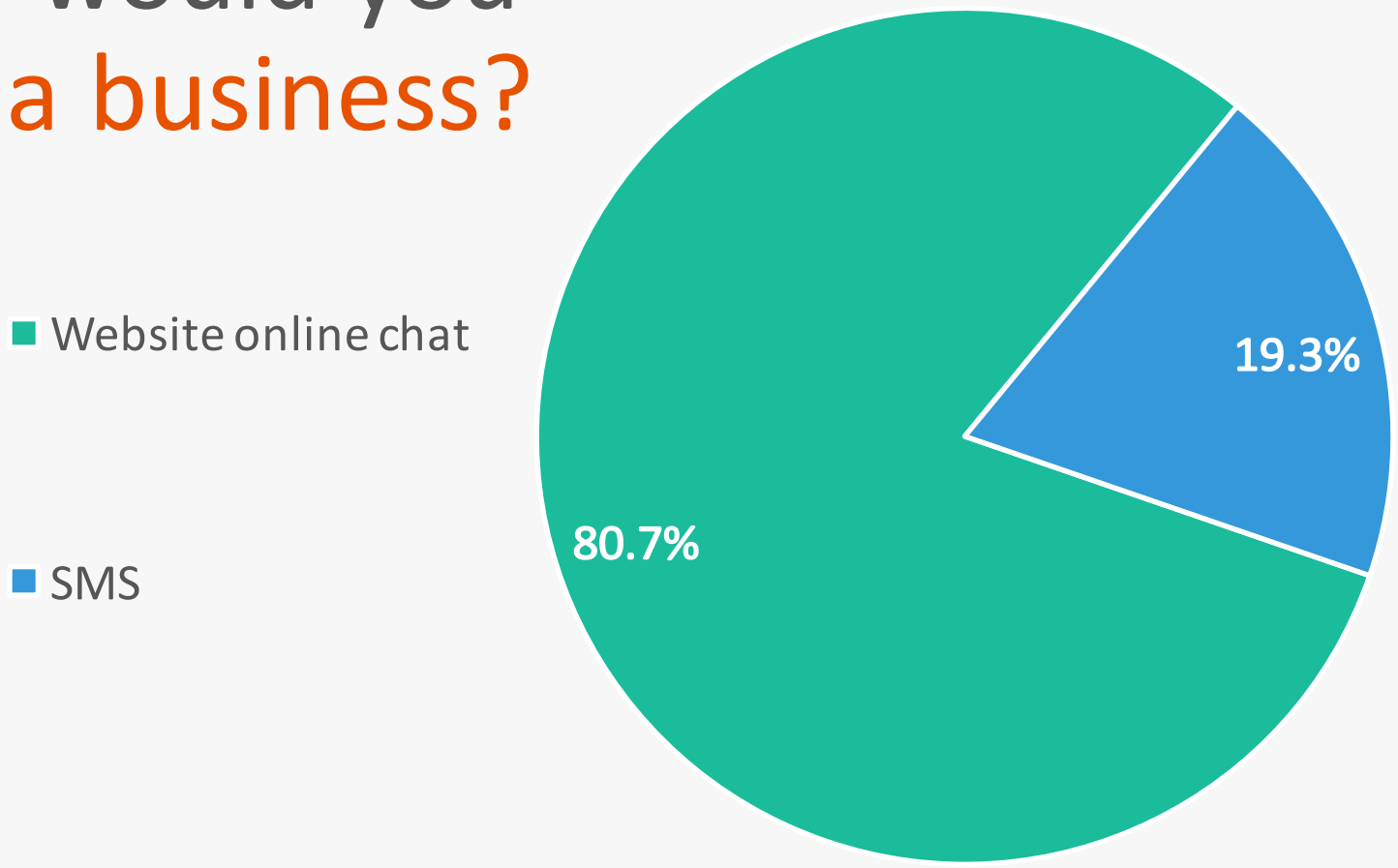
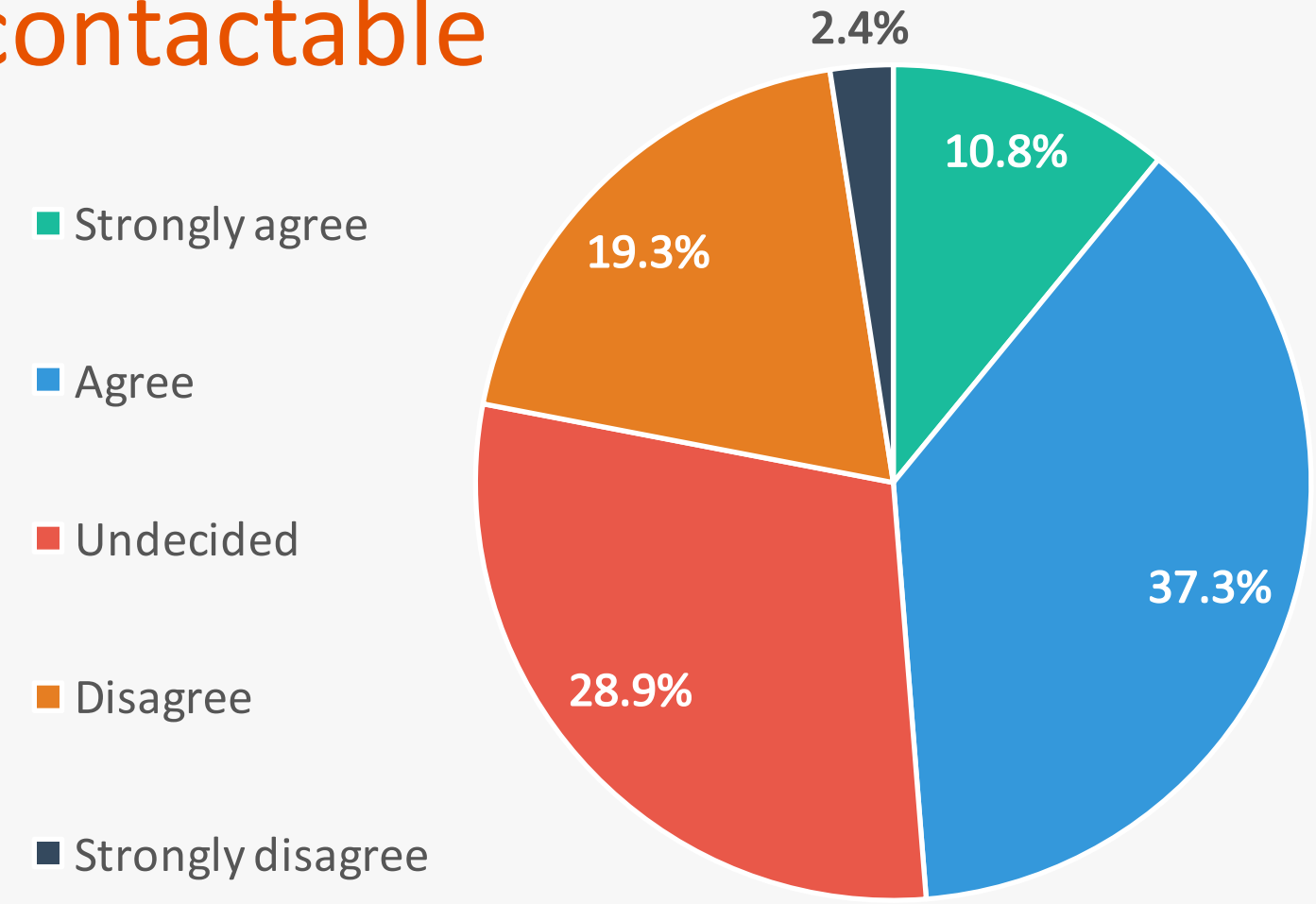


Q7

“Businesses should be available and contactable via SMS”



SMS insights

Compared to making a phone call, SMS is more appealing to more than a third of the people we surveyed. Why?

Sending an SMS requires little effort, provides high anonymity and little social commitment. A phone call has potential to be put on hold, finding the right department and talking to someone.

When offered the choice between SMS or website online chat, over 80% of people picked online chat. Why?

It requires little social interaction, provides much anonymity and no commitment.

Almost 50% of consumers surveyed said they they think businesses should be contactable via SMS.

The rise of the messaging applications

Applications

Increasing smartphone functionality with greater internet coverage means there are now 2.1 billion messaging application users.

Consumers can connect and chat with peers using messaging applications instantly and for and free.

The world has moved on from text messages, to selfies and concert videos sent across the world at no cost.

Surely this must have had a tremendous impact on how consumers talk with companies? Wrong.

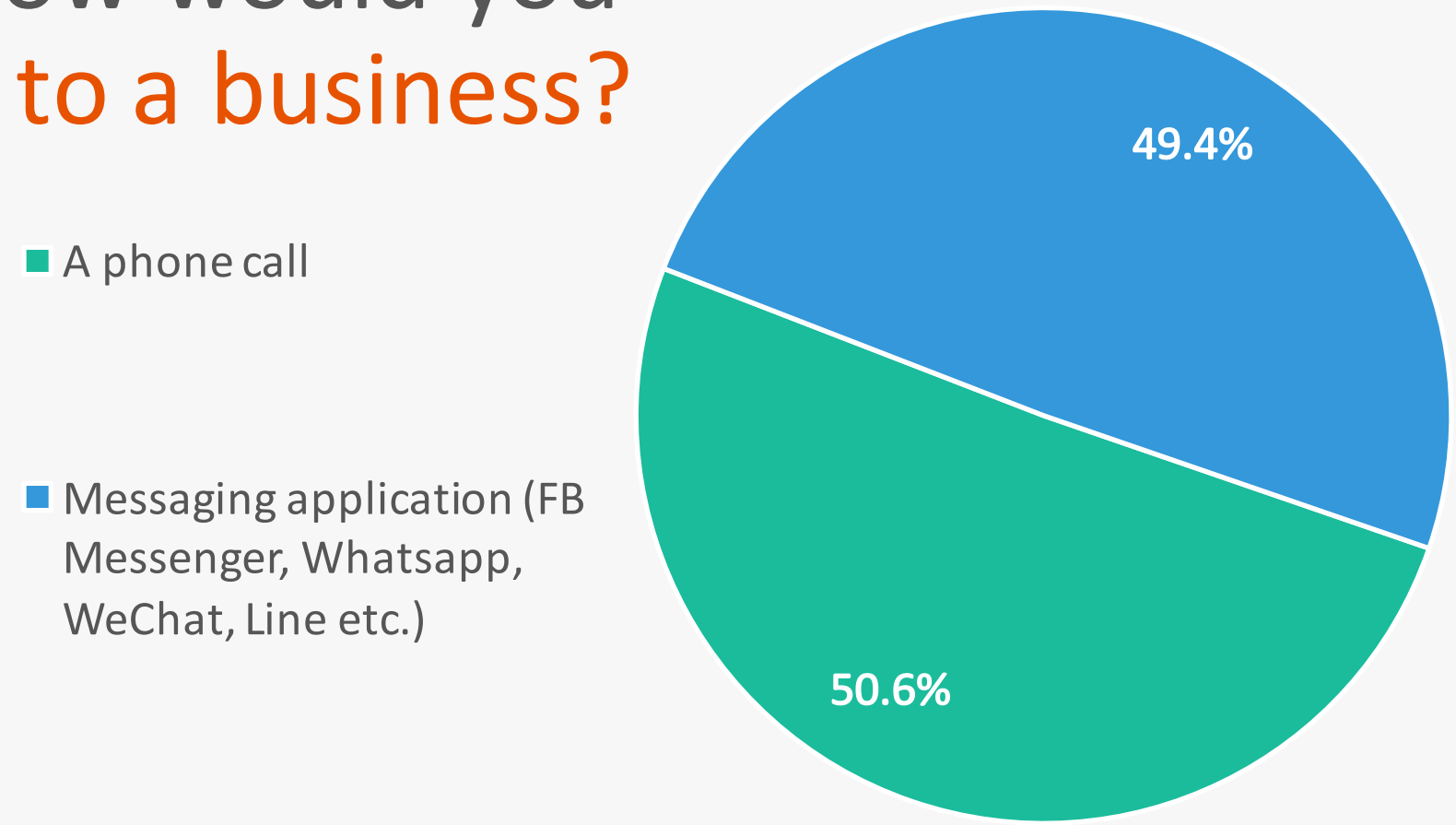
Few businesses have invested in mobile messaging applications as a viable communication channel.

There is still a 'fad mentality', with doubt that consumers want to talk to business this way.

The following answers help end that mentality.

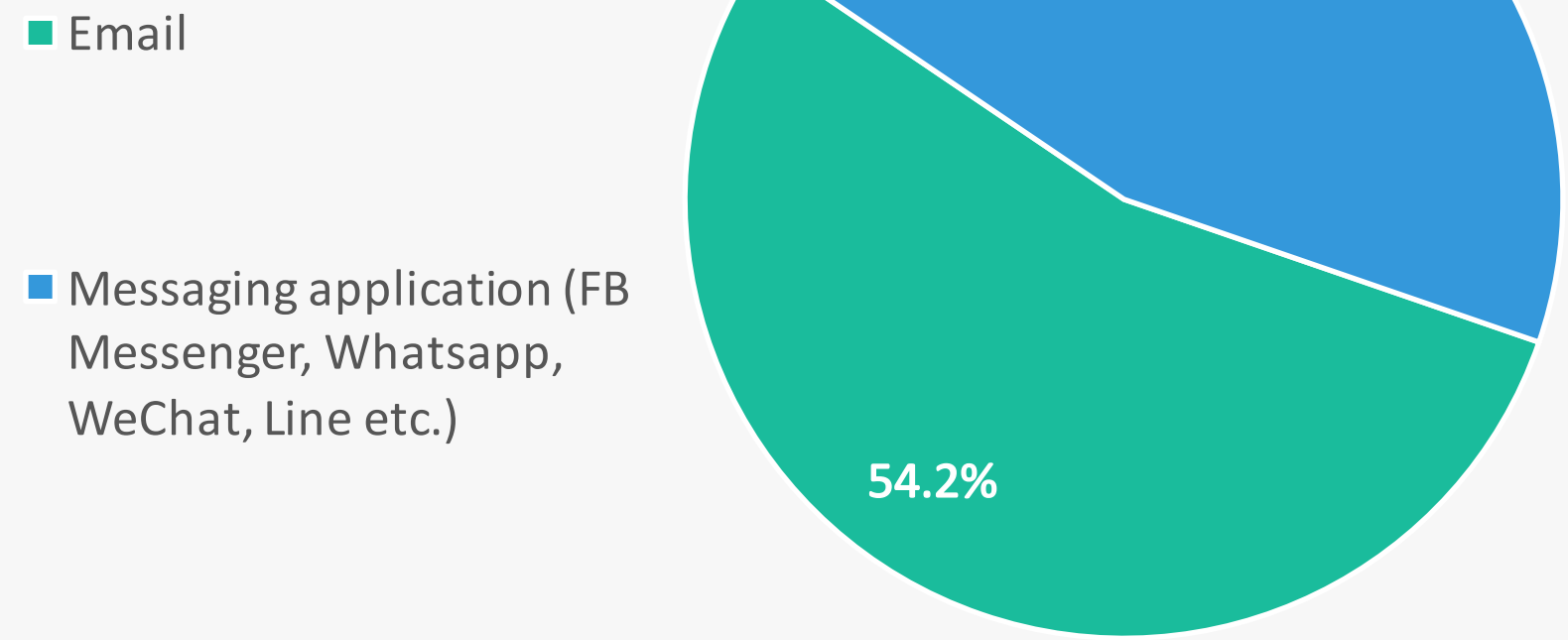
Q8

Assuming both are free and possible, how would you rather talk to a business?



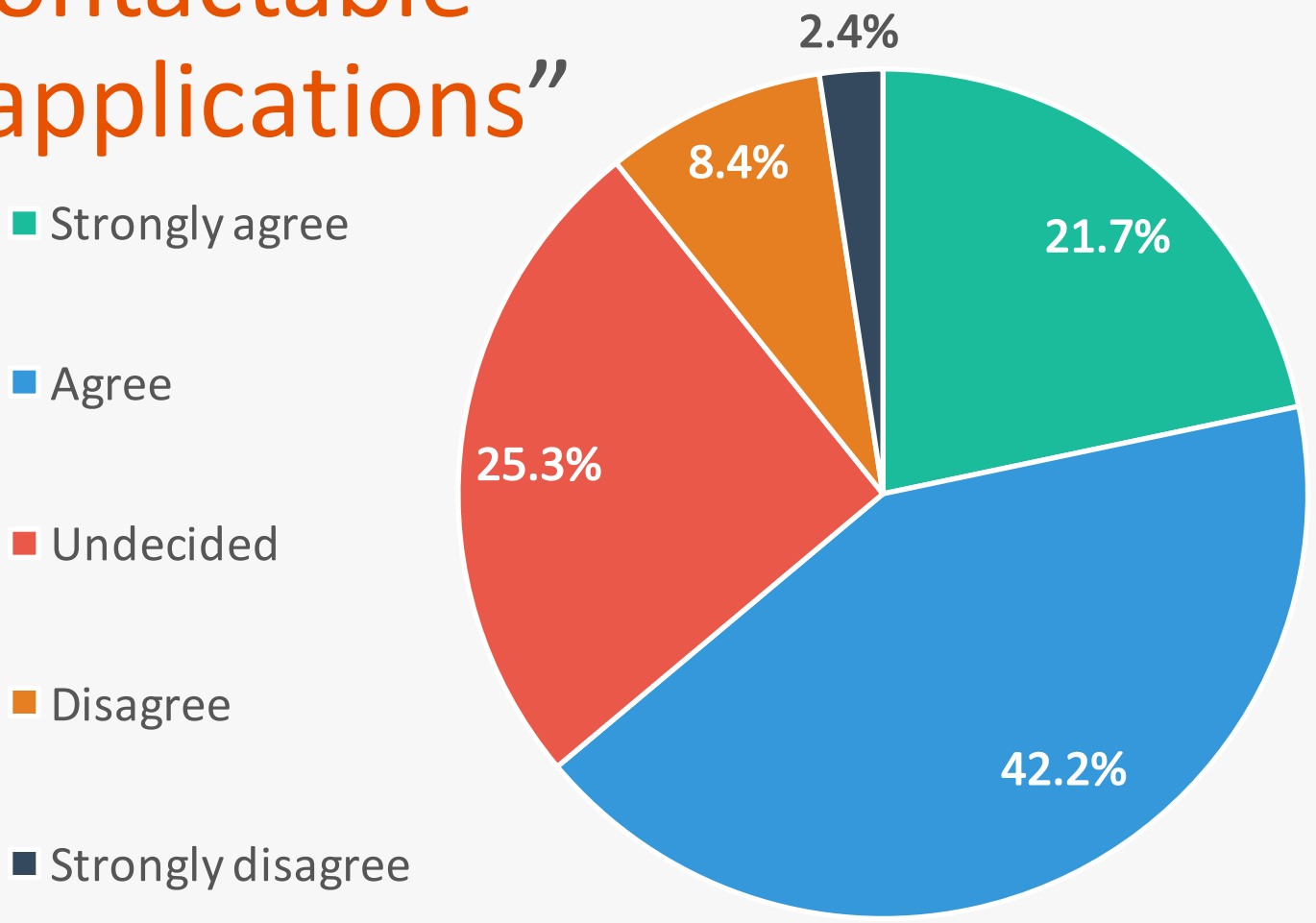
Q9

Assuming both are free and possible, how would you rather talk to a business?



Q10

“Businesses should be available and contactable via messaging applications”



Messaging application insights

49.4% of the people we surveyed said they would rather use a messaging application to communicate with a business than a phone call.

In the same way we saw interest in SMS over phone calls, for messaging applications the appeal is even higher. This is probably because using messaging applications is now more popular with consumers than sending an SMS.

Over 60% of consumers believe businesses should be available, contactable and responsive through messaging applications.

Final thoughts

This survey showed the current state of communication between businesses and consumers.

There is disparity in medium, channels and frequency of communication between consumer to consumer compared with consumer to business.

Consumers are spoilt with instantaneity in peer to peer communication which is not matched in their communication with business.

The trend in mobile messaging is stabilising and not going anywhere.

By combining both SMS and messaging applications as a method of communication, businesses can offer the experience their customers are expecting.

Ubisend is the first ubiquitous mobile messaging platform. Our powerful solution allows businesses and NGOs to gather subscribers and communicate with them through messaging applications (FB Messenger, Telegram, Line, SMS, etc.), all from one place.

The company's patent pending technology, comprehensive features, and expert guidance are helping businesses like yours to conquer the emerging and exciting channel of mobile messaging.

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