



Online Automotive use email to SMS to improve customer service and experience higher sales conversion rates as a result

“The service is really easy to use and, by following simple guidelines on maximum message length, we have been able to incorporate SMS as an alternative communications method without creating additional work for our busy customer services department”.

Terry Dorney
Managing
Director



Introduction

Online Automotive is a leading supplier of standard and specialist car components. The company has partnerships with all major manufacturers and a large number of independent suppliers, enabling it to offer competitive pricing short delivery times

Online Automotive's business model is entirely e/commerce and the company processes thousands of orders and enquiries on a daily basis.

Background

Running an e/commerce business for automotive spares is highly competitive. Suppliers must have the facilities in place to respond and process large volumes of orders and enquiries quickly and efficiently. They must also offer good customer care if they are to be successful.

Online Automotive understands these challenges and has recently incorporated SMS functionality into its overall enquiry management process to further improve user experience and help maintain customer loyalty.

The solution

The toText.net email to SMS application has been incorporated into Online Automotive's overall enquiry management process. It integrates seamlessly with the company's existing email system and all text messages are sent and received using Microsoft Outlook. Customer services staff can manage all their email and text messages from a single application.

Not only is the solution beneficial from the customer's perspective, it has also greatly improved Online Automotive's order conversion rates because the company is no longer reliant on customers having access to email in order to receive information about their enquiry. This in turn has speeded up the entire ordering process.

How it works

All messages are created in Microsoft Outlook. By including the customer's mobile number followed by @toText.net in the "To" field of the email as well as their normal email address, the message can be sent via email and SMS simultaneously. The toText.net software converts the email into an SMS format and forwards the message to the mobile number provided in the message.

All SMS replies are delivered directly to the original sender and not a centralised email inbox, so orders can be processed straight away and staff can begin to build a rapport with customers.

The toText.net email to SMS service supports multiple users at no extra cost, making it an ideal tool for busy customer service departments.

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About email to SMS

Email to SMS allows you to send and receive text messages from any email application to any mobile phone.

It integrates with your email address book, so you can easily send single or multiple messages to pre-defined contact lists and receive all replies in an email format.

In addition you can manage all your messages from a single centralized point.

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To find out more about our products and services visit www.toText.net