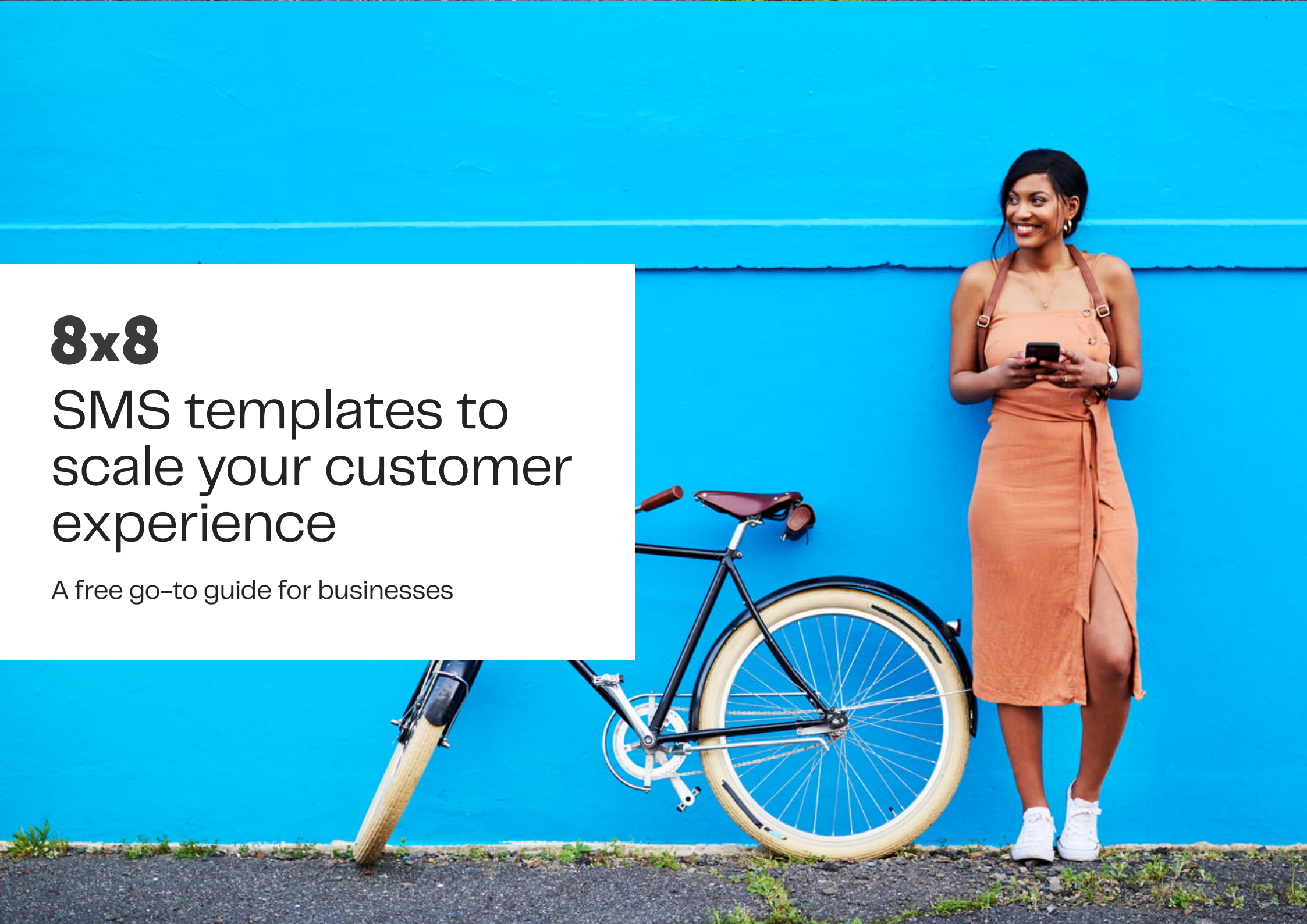
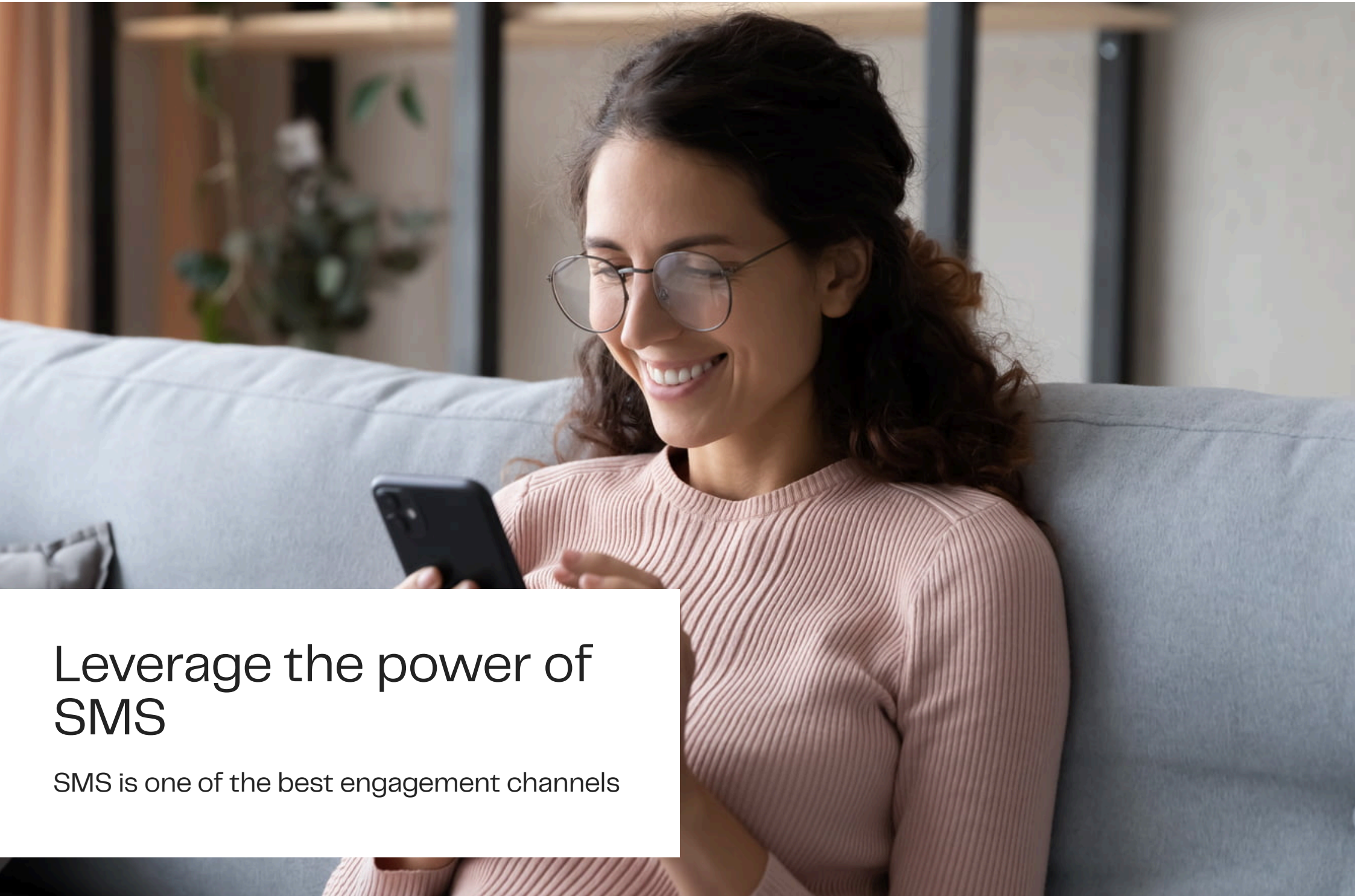
8x8

SMS templates to scale your customer experience

A free go-to guide for businesses



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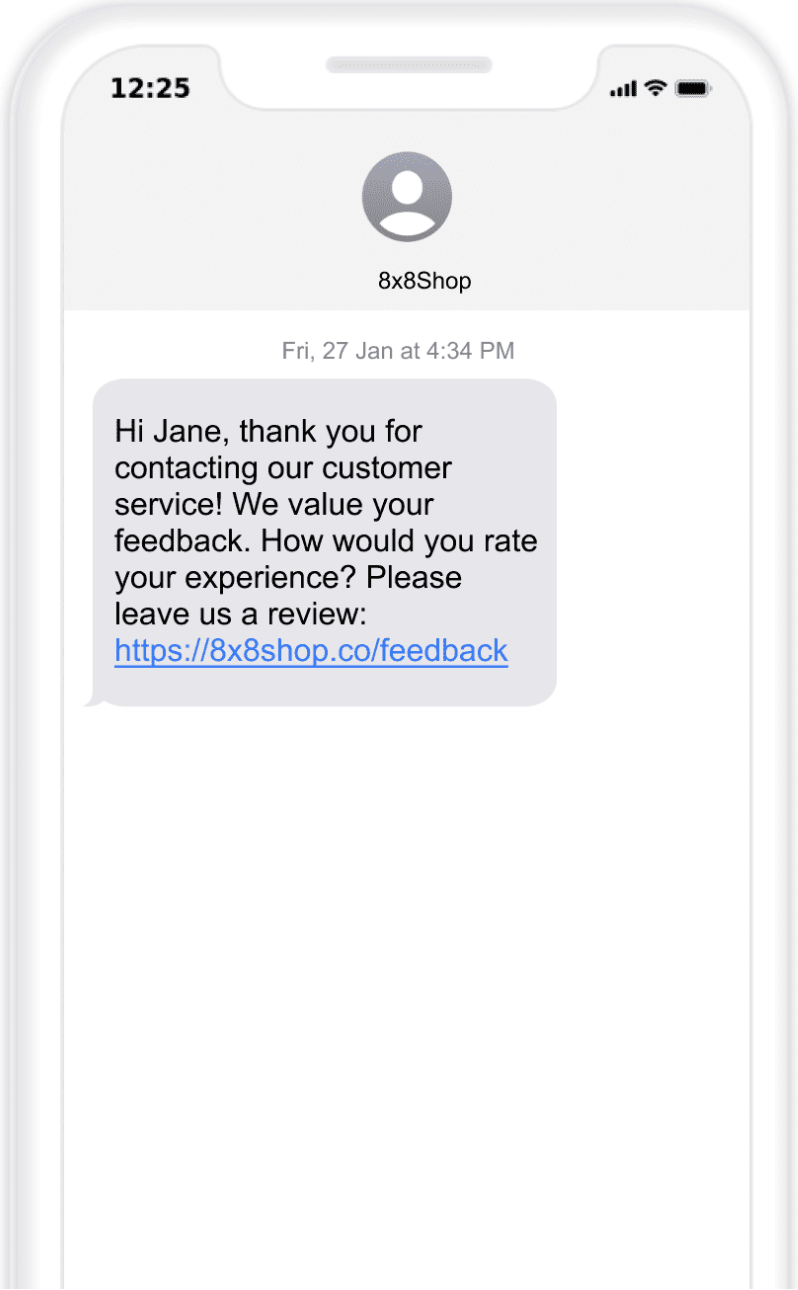
Leverage the power of SMS

SMS is one of the best engagement channels

Optimize your customer communications with SMS

Not only is SMS one of the most popular communication channels that is independent of the internet, SMS open rates are also extraordinarily high at 98%. In fact, over 50% of consumers prefer texting businesses over calling them, with 75% of customers wanting to receive offers via SMS.

It is no wonder that businesses are using text messages across a variety of use cases – birthday offers, automated replies, collecting feedback, and more.





Maximize results with SMS best practices

As with any other tool, SMS is only as effective as the hand that wields it. Before you hit “send”, ensure that you are sending the right content to the right audience, in the right way. Here are a couple of best practices that every business should be following:

1. Keep it short and sweet

A standard SMS contains 160 characters, which is not that many. Keep your SMS engaging and creative right from the start!

2. Comply with SMS guidelines

It is critical that you are in compliance with messaging laws and regulations, which varies from country to country. Be aware of country-specific guidelines to ensure that you are playing by the rules.



3. Allow your customers to opt-in and opt-out

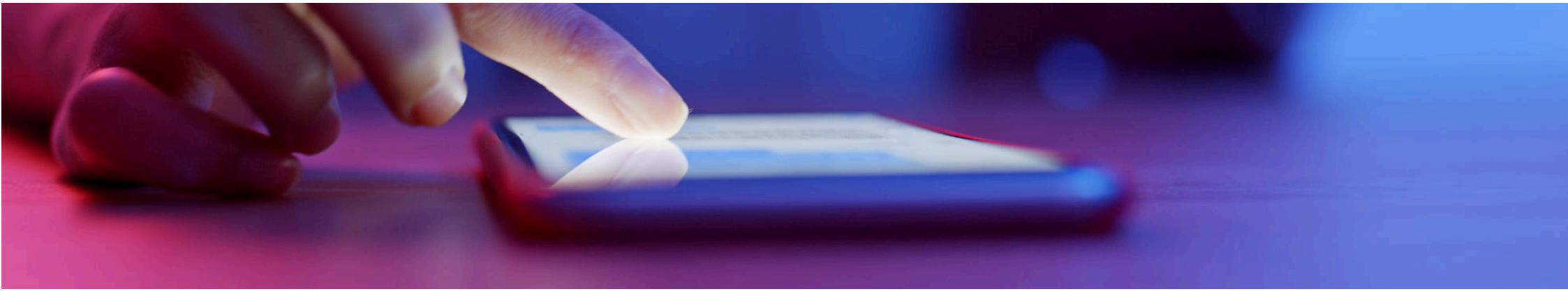
Customers need to know what they are signing up for, and they need to have the option to leave when your messages are no longer suitable for them, especially the marketing ones.

4. Text at the right time, and at the right frequency

Generally 8am to 9pm is a good guideline, and take into consideration your customers' time zones. Additionally, be mindful of getting too spammy. Keep an eye on your engagement rates and adjust your frequency accordingly.

5. Provide value

This goes without saying – your SMS recipients gave you the permission to contact them, and you should not be taking that for granted! Check out tips on value adding to your customers here.



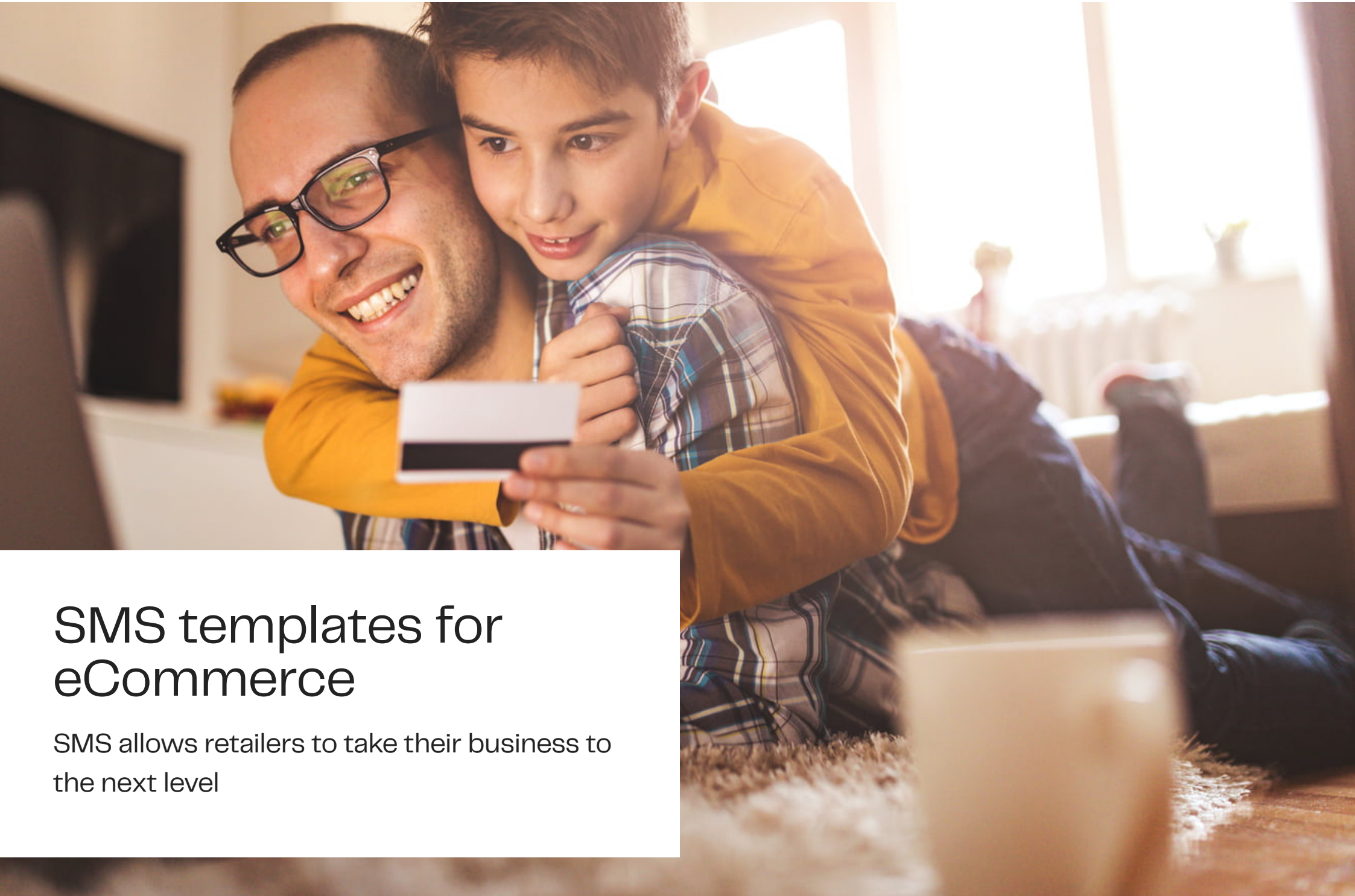
Simplify your text messaging campaigns

From transactional messages such as reminders and notifications to marketing messages such as offers and promotions, it can be tedious and overwhelming to be producing text messages for all your use cases. That is why having messaging templates is a great way to optimize and increase the efficiency of your customer communication.

To get you started, we've put together some of the most common and impactful SMS templates for different use cases and industries.

Just pick your industry, choose your message, copy and paste the text, then adapt it as you like– it's easy as that!

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SMS templates for eCommerce

SMS allows retailers to take their business to the next level

SMS communication is made for the eCommerce world

70% of people check a new text message within five minutes, and 90% of people respond within 30 minutes. This is good news for the eCommerce industry, especially when you want to inform your customers about limited-time flash sales, important delivery updates, and exclusive product offers – and you want these messages to be read in a timely manner!

Let's look at different SMS templates that you can use for various situations, to elevate your customer experience:

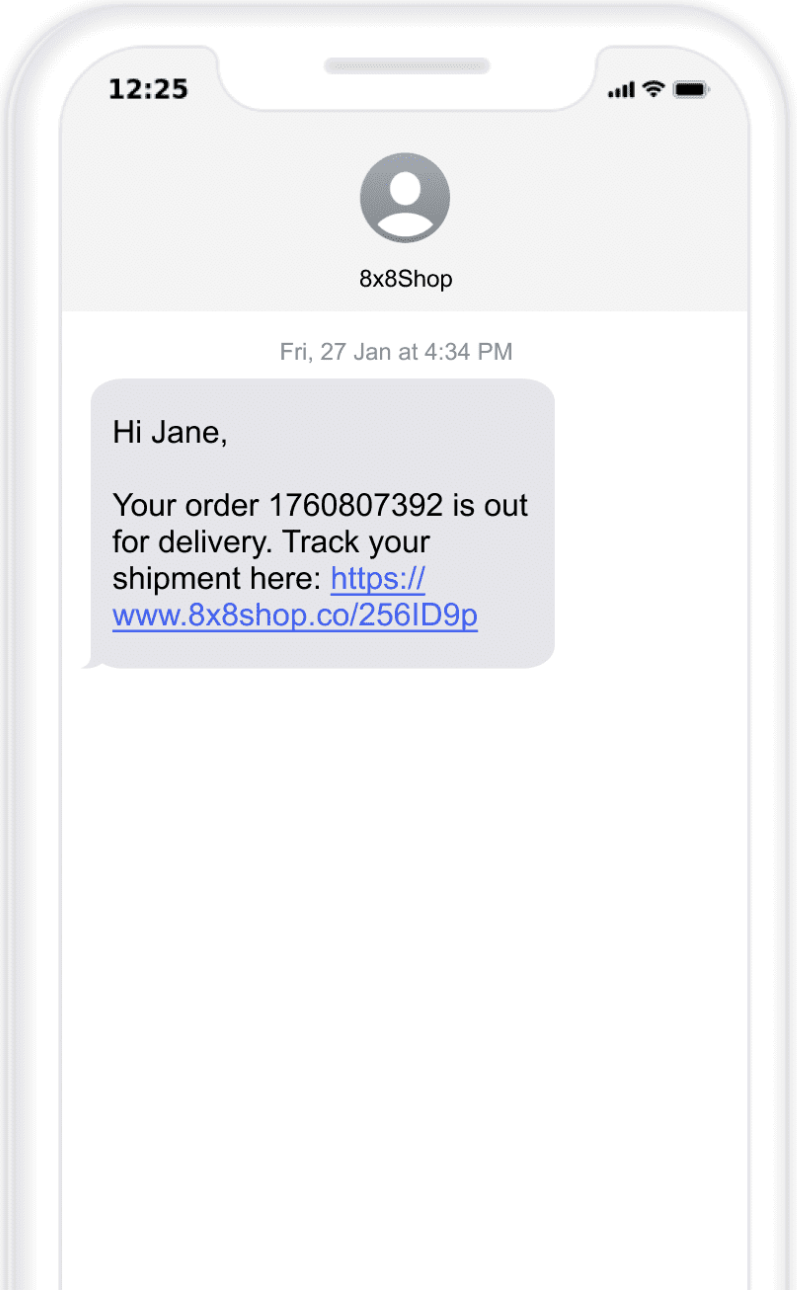
- Order and shipping notifications
- Abandoned carts
- Promotions and discounts
- Surveys



SMS templates for order and shipping notifications

Up to 80% of consumers prefer to track their orders via text – making it a no-brainer that transactional messages should be sent through SMS. Keeping customers updated on their orders – or better yet, allowing them to track their order in real-time – increases trust and is an important part of the customer experience.

Here are some examples that you can personalize to ensure that your customers are always in the loop.



Order confirmation template

Hi {{FirstName}},

Thank you for your purchase! Your order number is #{{OrderNumber}}. We will send you a tracking link once your order has shipped.

Order dispatched template

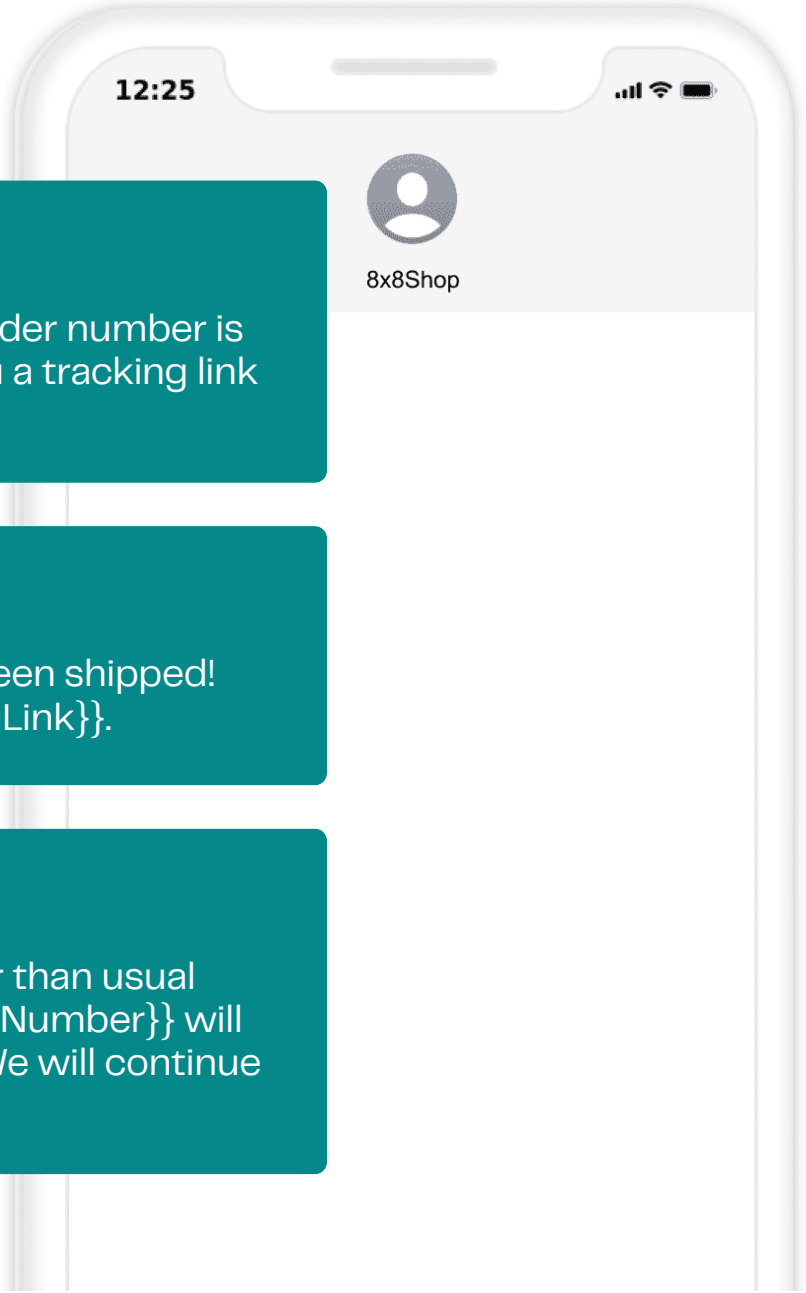
Hi {{FirstName}},

Your order #{{OrderNumber}} has been shipped! Track your shipment here: {{TrackingLink}}.

Delivery delay template

Hi {{FirstName}},

We are currently experiencing longer than usual shipping delays. Your order #{{OrderNumber}} will be dispatched as soon as possible. We will continue to update you via text.



Delivery notification template – Day before delivery

Hi {{FirstName}},

Your order #{{OrderNumber}} is scheduled to arrive tomorrow. Track your shipment here: {{TrackingLink}}.

Delivery notification template – Day of delivery

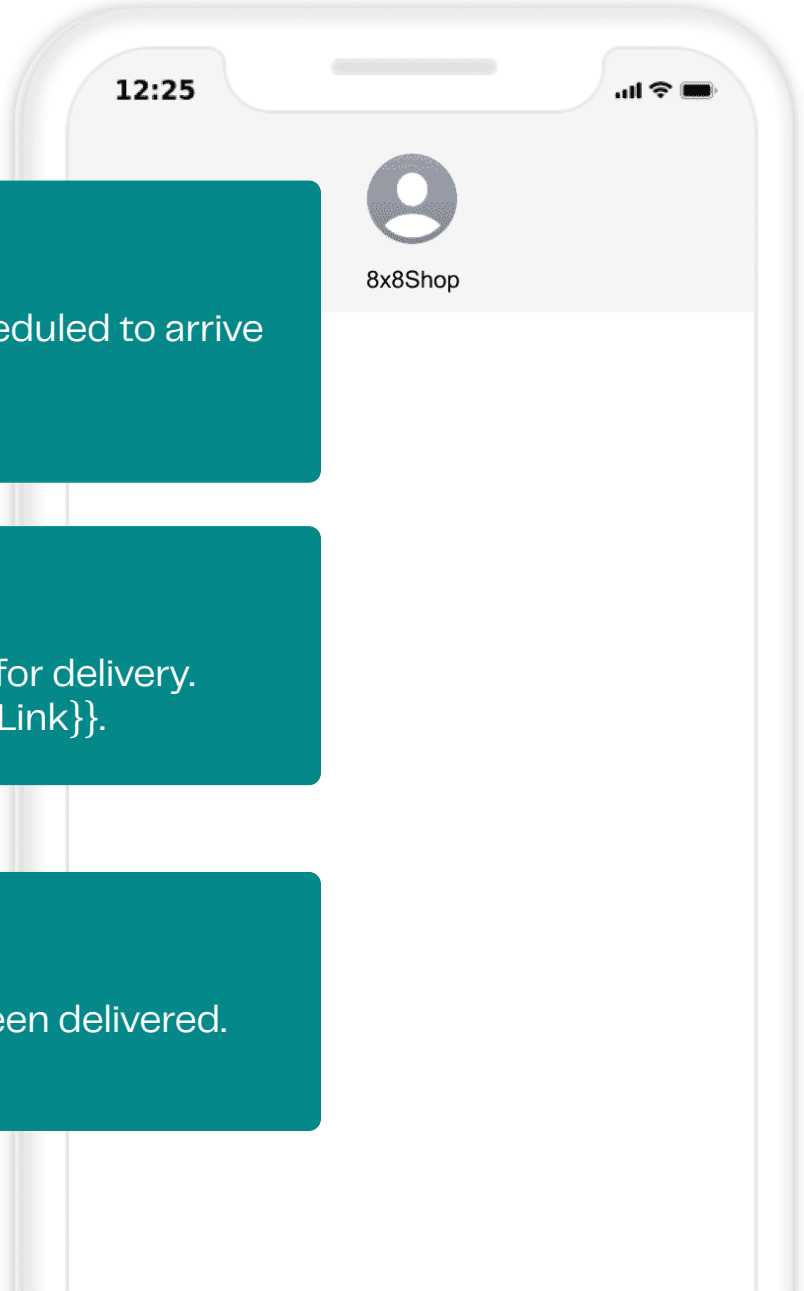
Hi {{FirstName}},

Your order #{{OrderNumber}} is out for delivery. Track your shipment here: {{TrackingLink}}.

Delivery confirmation template

Hi {{FirstName}},

Your order #{{OrderNumber}} has been delivered. Enjoy!



SMS templates for abandoned carts

The bad news is that nearly 70% of shoppers will abandon their online shopping carts. The good news is that you can get some of these almost-customers to come back, by sending them SMS messages within an hour. In fact, these messages have a 20.3% conversion rate!

Hi {{FirstName}},

We noticed you left something in your cart! Come on back and grab it before it's gone. {{LinkToCart}}

Hi {{FirstName}},

Looks like you've forgotten something in your cart! Complete your purchase today and get {{DiscountAmount}}% off with code {{DiscountCode}}.

Finish checking out now: {{LinkToCart}}.

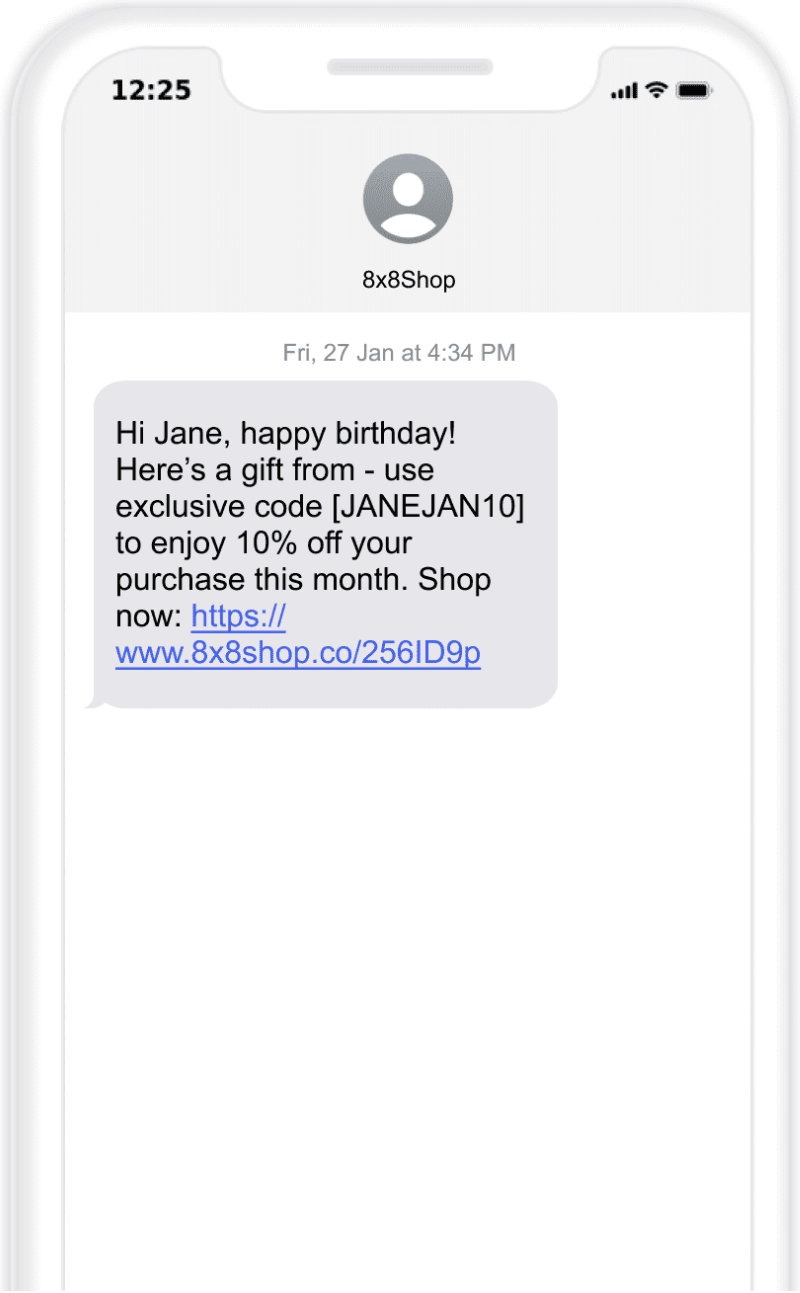
Hey {{FirstName}},

We noticed you left something in your cart. If there is anything you need help with, simply reply to this text. Our team is always available!

SMS templates for promotions and discounts

Drive more sales by giving your customers an incentive to purchase in the form of exclusive discounts, seasonal offers, or customer loyalty programs. Personalized discounts are also a great way to show your customers that you appreciate them, encouraging them to patronize your store again.

Take your pick from the different promotional templates, or get creative and come up with your own reason to offer a discount!



Promotion/Sales template

Sale starts now! Enjoy up to {{DiscountAmount}}% off storewide! Shop now: {{LinkToSite}}

To unsubscribe, reply {{UnsubscribeKey}}

Welcome template

Hi {{FirstName}},

Thanks for signing up! To welcome you, here's a code {{DiscountCode}} for {{DiscountAmount}}% off your first purchase. Shop now: {{Link}}.

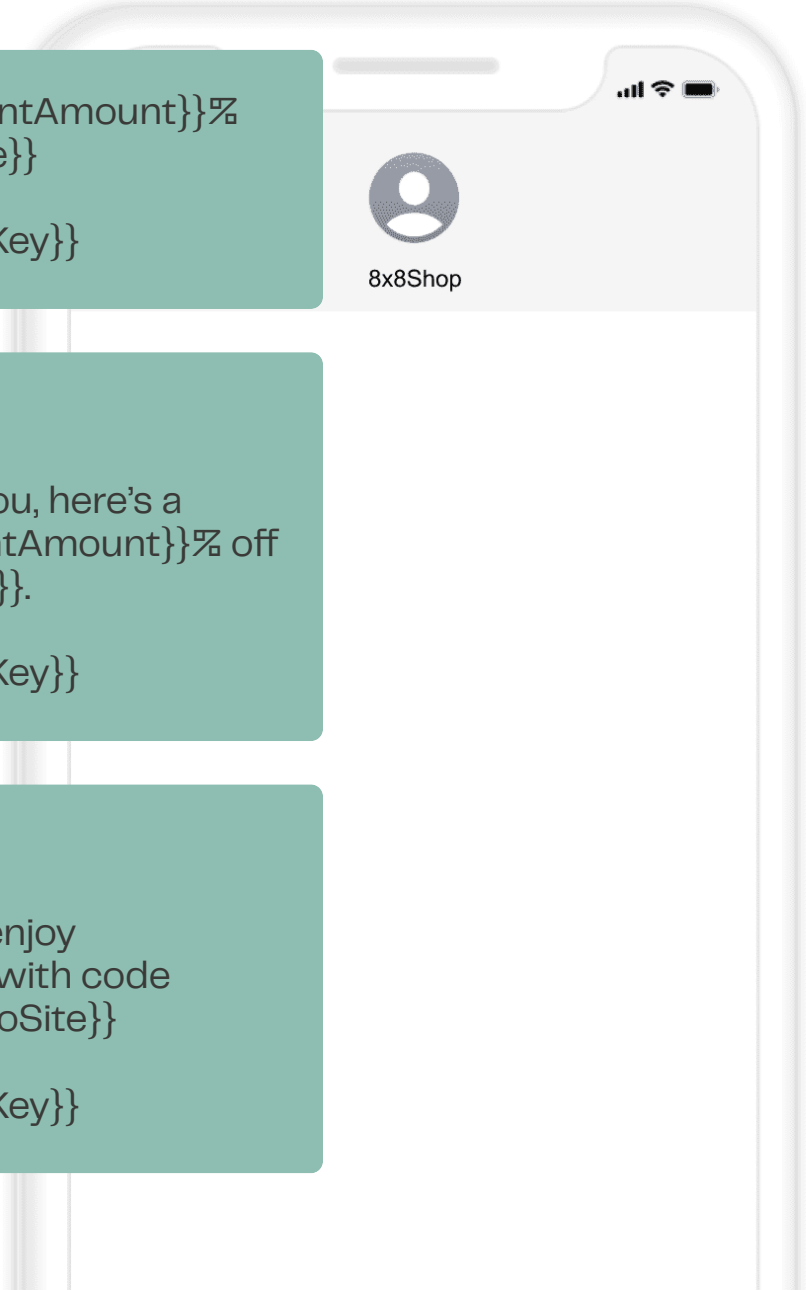
To unsubscribe, reply {{UnsubscribeKey}}

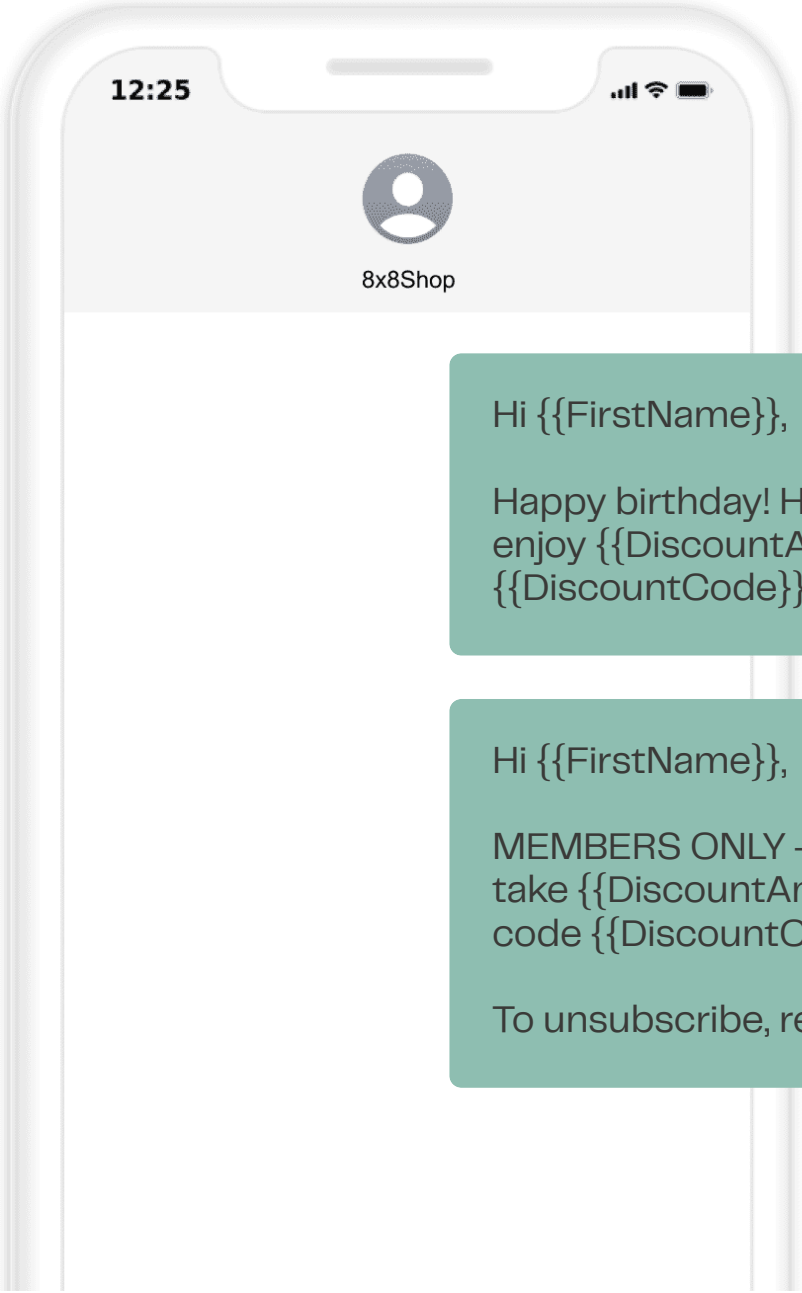
We miss you template

Hi {{FirstName}},

We miss you! Here's a treat from us: enjoy {{DiscountAmount}}% off storewide with code {{DiscountCode}}. Shop now: {{LinkToSite}}

To unsubscribe, reply {{UnsubscribeKey}}





Hi {{FirstName}},

Happy birthday! Here's your birthday gift from us: enjoy {{DiscountAmount}}% off storewide with code {{DiscountCode}}. Shop now: {{LinkToSite}}

Happy birthday template

Hi {{FirstName}},

MEMBERS ONLY – enjoy early access to our sale and take {{DiscountAmount}}% off select styles with code {{DiscountCode}}. Shop now: {{LinkToSite}}

To unsubscribe, reply {{UnsubscribeKey}}

VIP promotion template

SMS templates for surveys

Gathering customer insights is an essential part of improving customer satisfaction. To encourage your customers to provide their feedback, consider giving them a small reward or make it quick and easy for them to do so.

Here's a tip: use SMS Engage for a simpler solution and accurate insights!

Hi {{FirstName}},

Liked your shopping experience at {{BusinessName}}? We would love to hear from you: {{SurveyLink}}

Hi {{FirstName}},

We hope you're enjoying your {{Product}}. We'd love to know how often you're using it. Thank you!

1- Always 2- Sometimes 3- Rarely 4- Never

Hi {{FirstName}},

How are you liking our {{Product}}? Take a moment to fill out this short survey to get {{DiscountAmount}}% off your next order: {{SurveyLink}}

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SMS templates for Fintech

Engage your fintech customers more effectively

SMS remains a reliable communication tool for the fintech industry

The fintech industry is under constant pressure to deliver an efficient and mobile-first customer experience, which is critical to maintaining the trust of customers. Enter SMS with a high 98% open rate – one of the most effective ways to keep customers informed on time-sensitive and important updates while allowing them to receive customer support in real-time.

Here are some SMS templates that you can use to communicate with your customers:

- Payment reminders
- Appointment reminders
- Banking and activity notifications
- Promotions



SMS templates for payment reminders

It is not at all unusual for customers to forget to make payment for their bills, which is why sending them a reminder can be extremely effective. In fact, SMS payment reminders improve on-time loan payments by an impressive 7–9%.

Go ahead to send reminder messages to keep your customers up to date on their payments so that they are not penalized with additional charges – they would appreciate you for it!

Hi {{FirstName}},

Your monthly invoice for account {{Account Number}} is ready. Please log onto your account to view and make a payment: {{Link}}

Hi {{FirstName}},

Your next payment is due on {{TimeStamp}}. Please make payment before the due date to avoid late fees. Call us at {{Number}} if you have any questions.

Hi {{FirstName}},

There is an outstanding balance of {{Amount}} on account {{Account Number}}. Please log onto your account to make a payment: {{Link}}

SMS templates for appointment reminders

Businesses with over $120k in annual revenue lose more than $26k every year due to missed appointments. Thankfully, this can be easily mediated with the power of an appointment reminder SMS – no-shows have been reduced by 40%, and less than 5% of scheduled appointments are canceled after receiving a text reminder.

Hi {{FirstName}},

Your appointment on {{Date}} at {{Time}} is coming up. View the details of your booking here: {{Link}}.

If you wish to reschedule or change your appointment, you may do so here: {{Link}}

Hi {{FirstName}},

Your appointment on {{Date}} at {{Time}} is confirmed. View the details of your booking here: {{Link}}.

Hi {{FirstName}},

You missed your appointment at {{Time}} today. We hope everything is alright! You may reschedule your appointment here: {{Link}}.

SMS templates for banking and activity notifications

Sending customers real-time transactional SMS is the best way to keep them updated on activities associated with their accounts. Be it automated alerts on successful payment transfers or account activity made from an unknown device, customers will be able to take quick action if necessary.

These SMS notifications are also an efficient way to minimize fraudulent activities and increase customer trust.

Successful transfer template

Successful payment: Your transfer {{TransferAmount}} from {{AccountNumber}} to {{RecipientAccountNumber}} on {{TimeStamp}} was successful. If unauthorized, please contact us at {{Number}}.

Unsuccessful transfer template

Unsuccessful payment: Your transfer {{TransferAmount}} from {{AccountNumber}} to {{RecipientAccountNumber}} on {{TimeStamp}} was unsuccessful. Please log onto your account to resolve the issue: {{Link}}

Deposit received confirmation template

Successful deposit: A deposit of {{Amount}} has been received in your account {{AccountNumber}} on {{TimeStamp}}. Thank you.

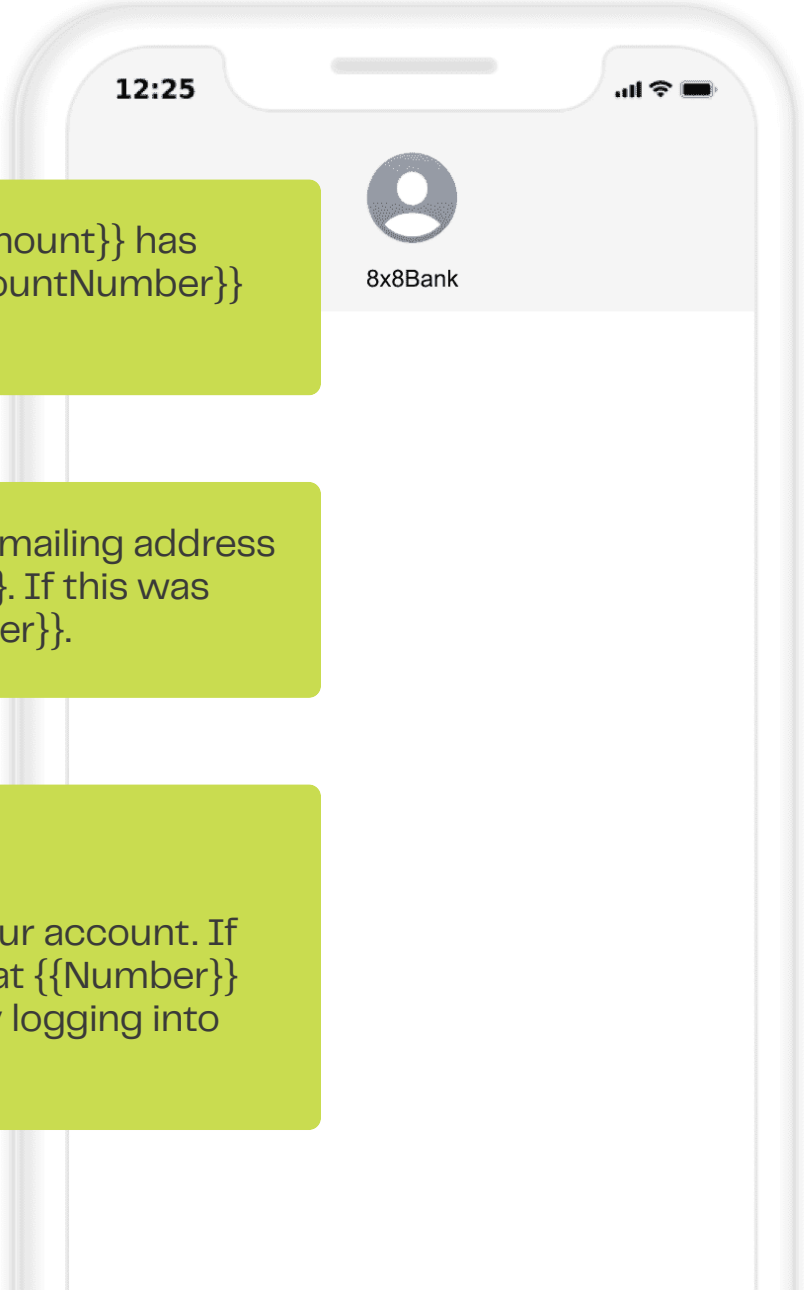
Account changes template – update mailing address example

This is to verify that you updated the mailing address on your account {{Account Number}}. If this was not you, please contact us at {{Number}}.

Unusual activity template

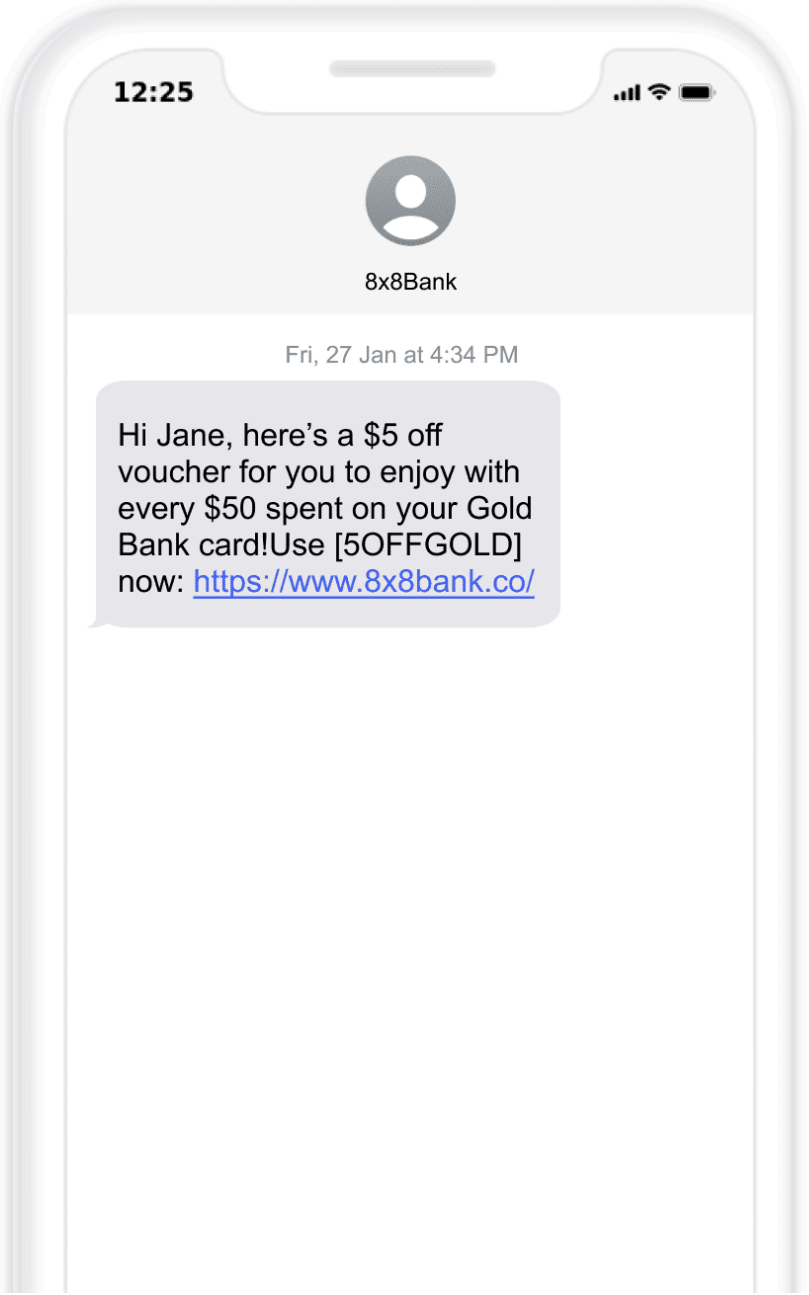
Hi {{FirstName}},

We've detected unusual activity in your account. If this was not you, please call us back at {{Number}} as soon as possible. Find out more by logging into your account: {{Link}}



SMS templates for promotions

SMS can also be used to promote new products and services, or to inform your customers about special offers. It's time to get creative with ways to hook your customers – or choose one of the suggestions we provided!



Special promotion template

Hi {{FirstName}},

Enjoy ${{DiscountAmount}} off with min. $100 spend at {{BusinessName}} from now till {{Date}}! T&C applies.

New product promotion template

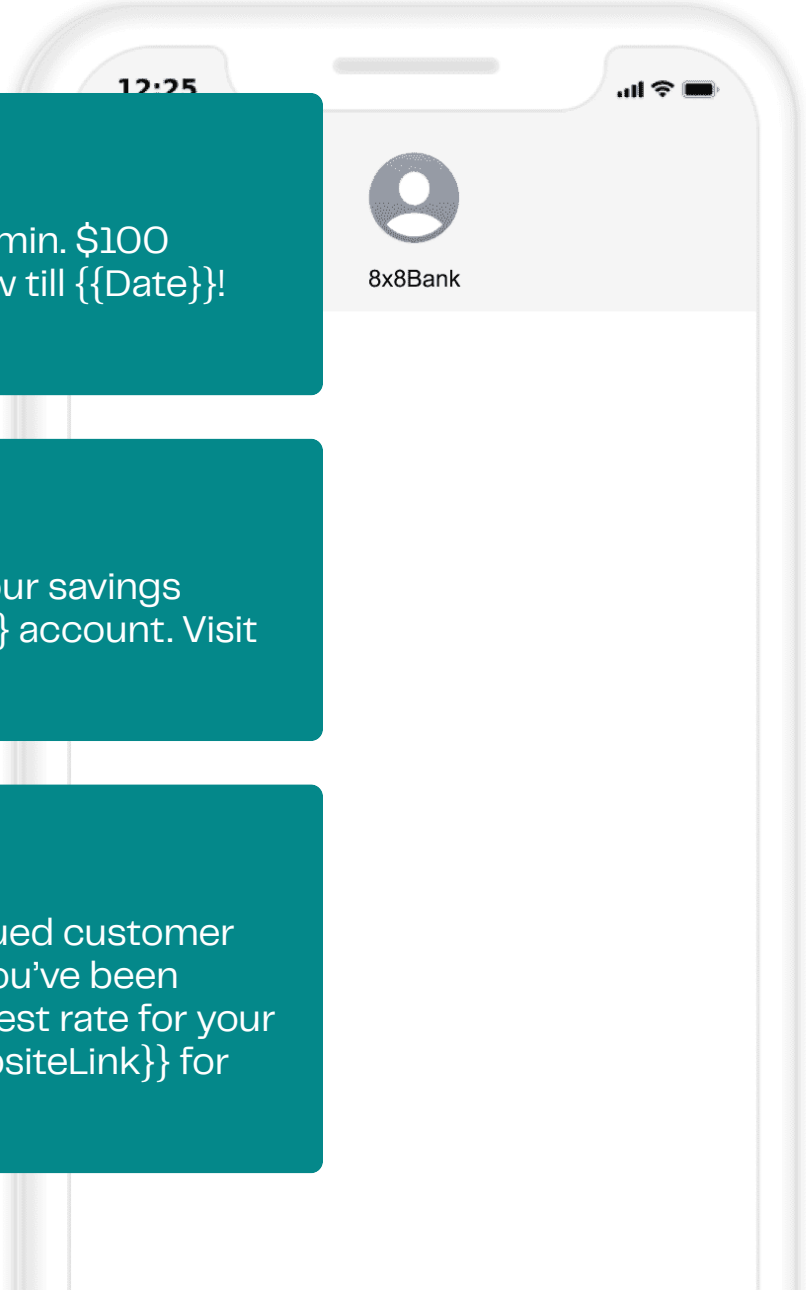
Hi {{FirstName}},

Enjoy interest rates of up to 3% on your savings when you open an {{PromoAccount}} account. Visit {{WebsiteLink}} for more details.

Personalized promotion template

Hi {{FirstName}},

We'd like to thank you for being a valued customer by extending a special offer to you! You've been approved to enjoy a new promo interest rate for your card {{AccountNumber}}. Visit {{WebsiteLink}} for more details.



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SMS templates for Healthcare

Deliver high-quality patient experiences with SMS

Build patient relationships with SMS in the healthcare industry

Expectations of patients today are changing. They want to be able to access their appointments, test results, and other health data quickly and conveniently – 80% of people want the option to use their smartphones to interact with healthcare providers. SMS presents a convenient and cost-effective way to streamline patient experiences and boost patient engagement.

Some SMS templates that you can use to give your customers a smooth and enjoyable experience:

- Reminder notifications
- Boost patient engagement
- Promotions

Just a heads up that you should be HIPAA-compliant when reaching out to your patients!



SMS templates for reminder notifications

76% of people worldwide want text reminders of upcoming medical appointments. SMS reminders do not only benefit patients – they benefit providers too! After all, up to 30% of appointments are missed in the United States, costing $150 billion annually.

Beyond appointment reminders, going a step further to send SMS reminders for medication renewals is a great way to extend your care!

Hi {{FirstName}},

Your appointment on {{Date}} at {{Time}} is coming up. View the details of your booking here: {{Link}}.

If you wish to reschedule or change your appointment, you may do so here: {{Link}}

Hi {{FirstName}},

Your appointment on {{Date}} at {{Time}} is confirmed. View the details of your booking here: {{Link}}.

Hi {{FirstName}},

Your appointment on {{Date}} at {{Time}} has been canceled. If you wish to schedule a new appointment, you may do so here: {{Link}}

Hi {{FirstName}},

This is a friendly reminder that it may be time to renew your prescription. Book an appointment here: {{Link}}

To unsubscribe from these reminders, reply {{UnsubscribeKey}}

Prescription renewal template

Hi {{FirstName}},

It has almost been a year since your last checkup with us. You are encouraged to have regular checkups, book an appointment now: {{Link}}

To unsubscribe from these reminders, reply {{UnsubscribeKey}}

Checkup reminder template

Hi {{FirstName}},

This is a friendly reminder to take your {{MedicineName}} medicine today after your meal.

To unsubscribe from these reminders, reply {{UnsubscribeKey}}

Medication reminder template

SMS templates to boost patient engagement

Build a better relationship with your patients by sending them messages that provide value. This can be anything from sending them wellness tips on a regular basis to checking in on them after a checkup to asking them for their feedback. Doing so demonstrates your commitment to their wellbeing, and goes a long way in forging customer loyalty.

Hi {{FirstName}},

Thank you for visiting us today! To help us serve you better, could you please tell us about your experience: {{SurveyLink}}

{{BusinessName}} Health tip of the day: drinking a glass of water first thing in the morning increases your immunity and metabolism.

To unsubscribe, reply {{UnsubscribeKey}}

Hi {{FirstName}},

Thank you for visiting us today! We wanted to follow up and see how you're feeling. Reply to this text or call us at {{Number}} for any queries.

SMS templates for promotions

Just like any other industry, SMS is also a great channel to promote your products and services. In fact, 71% of smartphone users are open to offers of relevant healthcare services from businesses.

Just keep in mind not to combine your marketing messages with your transactional messages, such as sending promotional discounts in the same texts as appointment reminders!

Hi {{FirstName}},

Enjoy {{DiscountAmount}} off all supplements online with {{DiscountCode}}! From now till {{Date}}. T&C applies.

To unsubscribe, reply {{UnsubscribeKey}}

Hi {{FirstName}},

For members only – go for a full body health screening at just ${{Amount}}. From now till {{Date}}. Click here to find out more: {{Link}}

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The opportunities with SMS are endless

Reimagine your CX with 8x8 SMS APIs



SMS API (Single/Bulk)

Send single or bulk SMS messages quickly and efficiently anywhere in the world



Sender ID

Send your SMS marketing messages from your brand or company name



Intelligent Routing

Our SMS gateway selects the best route, with automated fallbacks if required



Auto Adaptation

Adapt message, phone number, and Sender ID formats to ensure successful delivery



Reporting and Analytics Dashboard

View and track your SMS performance and expenditure with an advanced reporting tool



Delivery Receipts

Use customized callback URLs to get delivery receipts of incoming or outgoing messages



SMS History API

Create regular, updated reports by programmatically importing your SMS history data



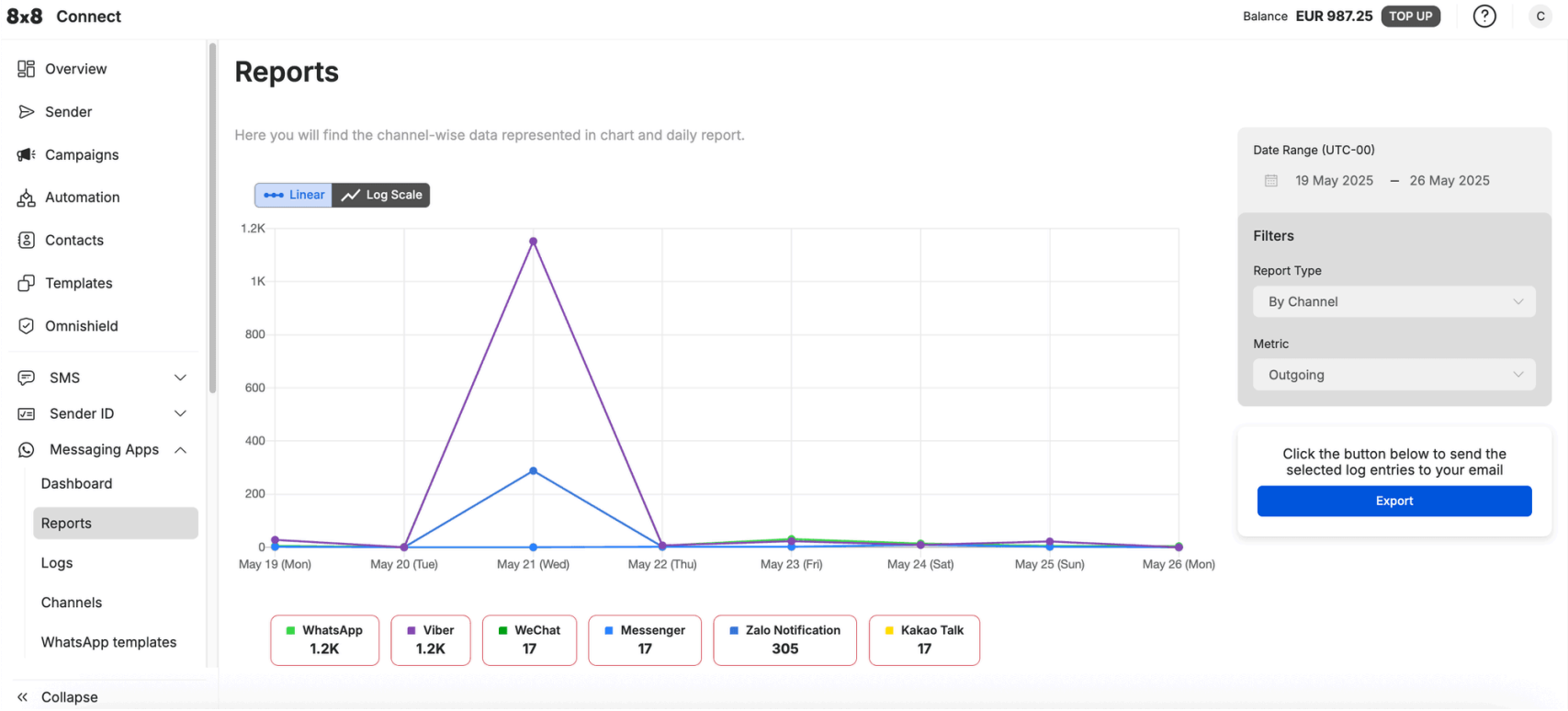
Customizable API Fields

Create custom message fields using our API or Campaign Manager

Scale instantly with 8x8's SMS APIs

It's easier with 8x8 Connect

8x8 Connect is a multi-channel communication platform that simplifies your patient engagement workflows through automation and easy pre-scheduling of bulk messages.



Start free with 8x8 Connect

Power better customer experiences with a trusted SMS partner

8x8 achieves CSA Cyber Trust Mark Certification

Awarded by Singapore's Cyber Security Agency (CSA), this cybersecurity certification distinguishes 8x8 for its robust cybersecurity practices and measures.

As one of the first companies to obtain the certification, 8x8 also received the Cyber Trust Early Adopter Award at Singapore International Cyber Week 2022.



8x8 a Tier-1 SMS aggregator and participant of the Full SMS Sender ID Registry Regime under IMDA

8x8 is fully committed to delivering messages securely and safely. Additionally, 8x8 also uses its own direct connections to local operators, with multiple Tier 1 suppliers serving as redundant routes. This ensures messages are delivered with the most stable connectivity and highest security standards.

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Thank you for reading

SMS templates to scale your customer experience

hello-cpaas@8x8.com



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