Clickatell

Chat Commerce Trends Report

Retail Edition

Why Customers are Ghosting Other Platforms for Mobile Messaging

Chat Commerce is the next frontier in the rapidly changing landscape of the retail industry. With an ever-growing number of consumers using chat platforms to communicate with brands, Chat Commerce represents a huge opportunity for retailers to improve customer support workflows, engage shoppers, and boost enthusiasm and brand advocacy.

The latest edition of our Chat Commerce Trends Report includes **insights from over 1,000 consumers** on their attitudes and preferences around mobile messaging*, giving retailers data as they decide how to best utilize this emerging channel.

*Valid for describe communicating on SMS/text in the apps.

Millennials and Gen Z are Shopping Smarter

95%

With the average American checking their smartphone an average of 344 times a day, it's no wonder customers are turning to mobile messaging to connect with brands.

95% of consumers are interested in using mobile messaging to receive mobile communications with retailers, with Gen Z consumers trailing not far behind.

How willing are you to use mobile messaging with a retail company?
Choose the one answer that most closely applies.

Text Sells: SMS Dominates Mobile Message Marketing in the US

SMS is the preferred mobile messaging channel for communicating with retail brands in the US. Consumers are treating brands like friends and family - saving them to their contacts list and receiving order updates, promotions, and more in seconds.

Which way do you prefer to communicate with a retail company via mobile messaging? Choose the one answer that most closely applies.

Captivate Shoppers With the VIP Treatment

Whether in-person or online, customers value a tailored shopping experience, one specifically catered to their preferences and shopping behaviors. Mobile messaging is no different. 84% of shoppers are interested in personalized mobile messaging experience with a retail company, with 41% being "Extremely Interested" or "Very Interested" in it.

How interested are you in using mobile messaging to have a personalized experience with the retail company you use most often? Choose the one answer that most closely applies.

White-Glove Service Makes Your Customers Feel Special

Shoppers don't just want to purchase items through mobile messaging. On a practical level, they want to know where their order is and when it's arriving.

75% of consumers report wanting to track deliveries via mobile messaging.

SMS/text is known for customer service, speed and accessibility are essential. **43% of participants** in this study also identify customer service as important in mobile messaging. Who wants to be on hold for 45 minutes before talking to an agent anyway?

Which of the following would you like to be able to do with a retail company through a personal link sent via mobile messaging? Choose all that apply.

Signed, Sealed, Delivered: The Power of Shipping Notifications

75%

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Let's Get Digital

Today's shoppers have adopted a decidedly digital mindset. Gone are the days of browsing the racks in a brick-and-mortar store - **75% of participants** now prefer to make retail purchases on their smartphones.

How often do you make retail purchases on your smartphone? Choose the one answer that most closely applies.

Mobile Messaging Holds all the Cards

In a post-pandemic world, rising surcharges on brick and mortar takeaway and any other item is history. As modern shoppers turn to smartphones for purchasing, they now rely on credit card and debit card payments and PayPal over any other payment method.

Which of the following payment methods do you use when making a retail purchase on your smartphone? Choose all that apply.

Cut Through the Noise With Mobile Messaging

It is far more common to see 100+ unread emails on someone's mobile device than 100+ unread text messages. Mobile messaging is a great way for brands to cut through the clutter and deliver time-sensitive communications among the sea of spam and other promotions landing in their inbox.

For this reason and more, **75% of participants** are more likely to buy something that is promoted through mobile messaging than through an email.

Imagine a retail company sends you a personalized promotion (early access to a sale, a discount code, etc.) via mobile messaging that includes a payment link to a product you like.

How much more likely are you to purchase this item through the link than if they sent you the promotion via email and you had to go to your phone or online to make the purchase? Choose the one answer that most closely applies.

From Apparel to Food Delivery, Shoppers Want It All

75%

75% of participants want to purchase a variety of products on their smartphone, with clothing, restaurant delivery, and groceries taking the lead.

Which of the following types of products would you be willing to purchase on your smartphone? Choose all that apply.

Give Your Customers a Chance to Shop Anytime, Anywhere

75%

75% of participants want to use mobile messaging with retail companies for convenience. After all, why stand in line at the store or sift through endless aisles when you can shop when and where it is most convenient?

For retailers who want to elevate and automate their customer experience and turn one-time buyers into satisfied brand loyalists, mobile messaging is the way forward.

Please indicate your level of agreement with each of the following statements? Choose all that apply.

*Report results based on polling of over 1000 qualified consumers within the US who use a smartphone.
Results are based on a proprietary survey of consumers fielded on behalf of Clickatell.

At Clickatell, we believe in creating a better world through technology and have democratized communication on a scale it was impossible for everyone, everywhere.

More information about this company can be found on clickatell.com

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