



TEXT COMMUNICATION

The Next Generation of Business Communication

2019 Report

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About EZ Texting

Who We Are

Founded in 2004, EZ Texting has served **more than 160,000 customers** and is the No. 1 SMS marketing software, setting the standard for business texting platforms. Our cloud-based, self-service SaaS platform is featured as a **Top 20 Best Product for Marketers** and allows businesses of all sizes to reach and engage their mobile audiences.

EZ Texting delivers the fastest, easiest, and most reliable way to connect. Send smarter with our simple, beautiful, essential business messaging solutions.



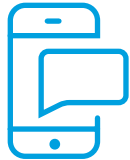
Key Takeaways



1. It's not just millennials anymore. People of all ages are text-obsessed.

50% of consumers check their phones five or more times per hour. While folks over 45 use texting a bit less than their younger counterparts, most are still checking their phones at least three times an hour.

[Read more ›](#)



2. Your competitors are already texting your customers.

84% of consumers have received some sort of text message from a business and/or organization.

[Read more ›](#)



3. Consumers want to contact businesses via text.

69% of consumers across all age groups would like to be able to contact a business via text, and 54% are frustrated when they are unable to do so.

[Read more ›](#)



4. Texting gets results.

Most consumers read text messages within five minutes of receiving them and reply to messages within three minutes of reading them. 86% of small business owners who utilize text messaging indicate that texting offers higher engagement than email communication.

[Read more ›](#)



5. Businesses are not taking full advantage of text messaging.

Businesses are more than three times more likely to rely on email as a primary communication method, despite the fact that consumers are 4.5 times more likely to reply to a text message.

[Read more ›](#)

Introduction

Our research confirms that text messaging is not only the primary way that consumers communicate with one another, but it is also increasingly the way consumers would prefer to interact with businesses. They are also much more likely to engage with organizations that allow for two-way, conversational texting. Yet, despite the opportunity to build direct, personalized connections with their customers, many businesses are unaware of the channel's importance and have yet to adopt texting as a communication medium.

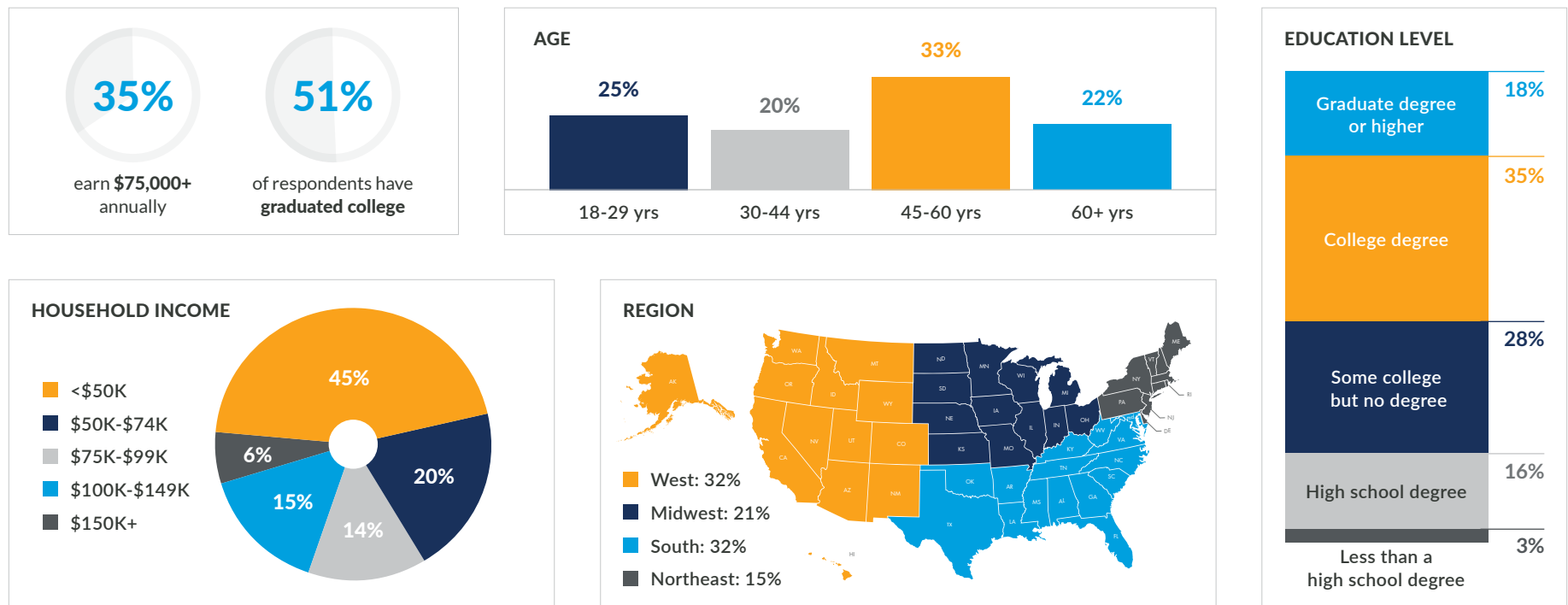
In this study, we'll guide you through trends in consumer behavior as well as the considerable opportunity businesses have to strengthen their relationships with consumers by adopting conversational texting. Read on to see how using text messaging can increase consumer engagement and allow you to build long-lasting, personalized connections with your customers.



Methodology

Our June 2019 survey looks at two different groups: consumers and businesses. To understand how they interact with one another, we surveyed 565 consumers and 571 businesses, resulting in 1,136 total respondents. All respondents represented a census sample, which aimed to provide a distribution of responses from across all ages, genders, and locations within the United States.

Consumer Survey: Audience Breakdown



Business Survey: Audience Breakdown

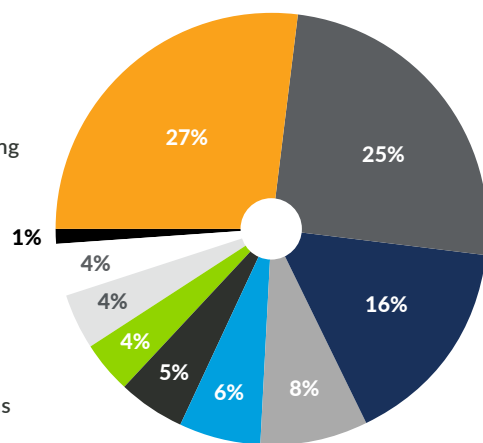
We then asked more than 500 SMB owners how they communicate with their customers. All participants were required to own or operate a SMB and therefore acted as a representative for their own business.



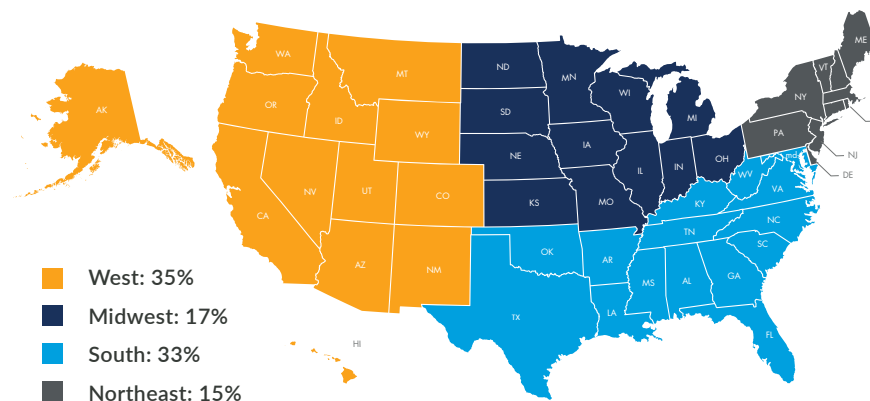
50% of respondents came from retail and professional services

INDUSTRY

- Retail
- Professional Services
- Marketing & Advertising
- Health Care
- Food Service
- Real Estate
- Hospitality
- Local Services
- Nonprofit or Religious Organizations
- Human Resources



REGION

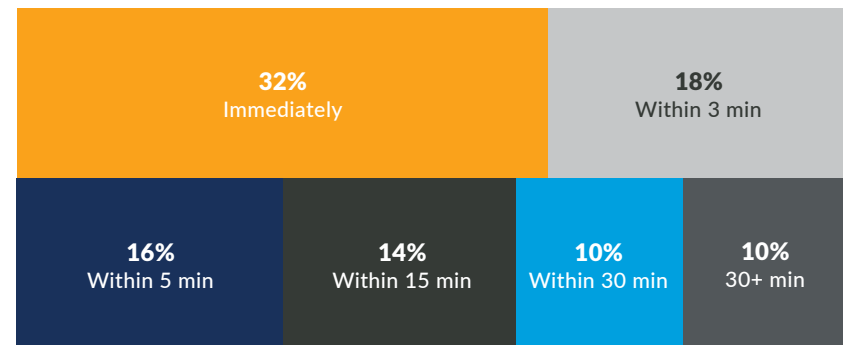


Consumers Are Text-Obsessed

Mobile Phone Usage Has Reached an All-Time High

Our 2019 survey results confirm that mobile phone usage is at an all-time high. In fact, for many consumers, the first urge to check their phones happens immediately upon waking. Our research finds that **most consumers check their phones within three minutes of waking**, and nearly all consumers check their devices within 30 minutes.

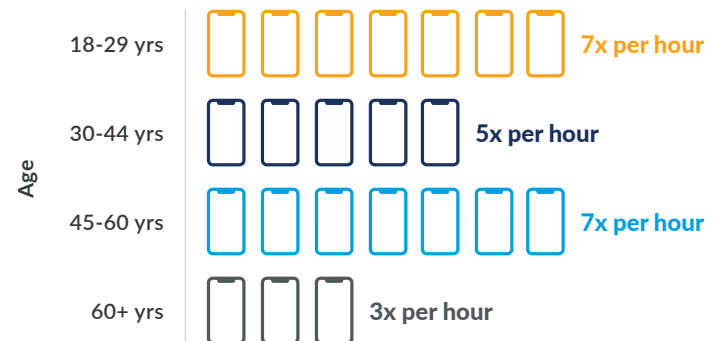
HOW SOON DO YOU CHECK YOUR MOBILE DEVICE UPON WAKING?



It's Not Just Millennials Anymore

Of course, heavy device usage also continues throughout the day. On average, **consumers check their mobile devices at least five times per hour**, relying heavily on the medium to communicate with family, friends, and businesses alike. Younger generations are likely to check in even more frequently, with consumers between 18 and 29 viewing their mobile devices at least seven times per hour. Even consumers over 60 typically view their devices three or more times per hour!

AVERAGE NUMBER OF TIMES CONSUMERS CHECK THEIR PHONES PER HOUR



Native Messaging Dominates Mobile Usage

These days, we do everything with our mobile devices, pulling out our minicomputers to reserve a ride, order groceries, or check in with friends on social media. However, the simplest function — sending a message — commands more of our time than any other activity, including social media, gaming, online shopping, and consuming content.

Text messaging is the top activity performed on a mobile device.

In terms of how they message, consumers tend to prefer to keep it simple and are more likely to use their phone's native text messaging app than any other messaging platform. According to our survey, the **native text messaging app's usage is three times higher than Facebook Messenger, six times higher than WhatsApp, and 11 times higher than Instagram.**



Native Text Messaging App



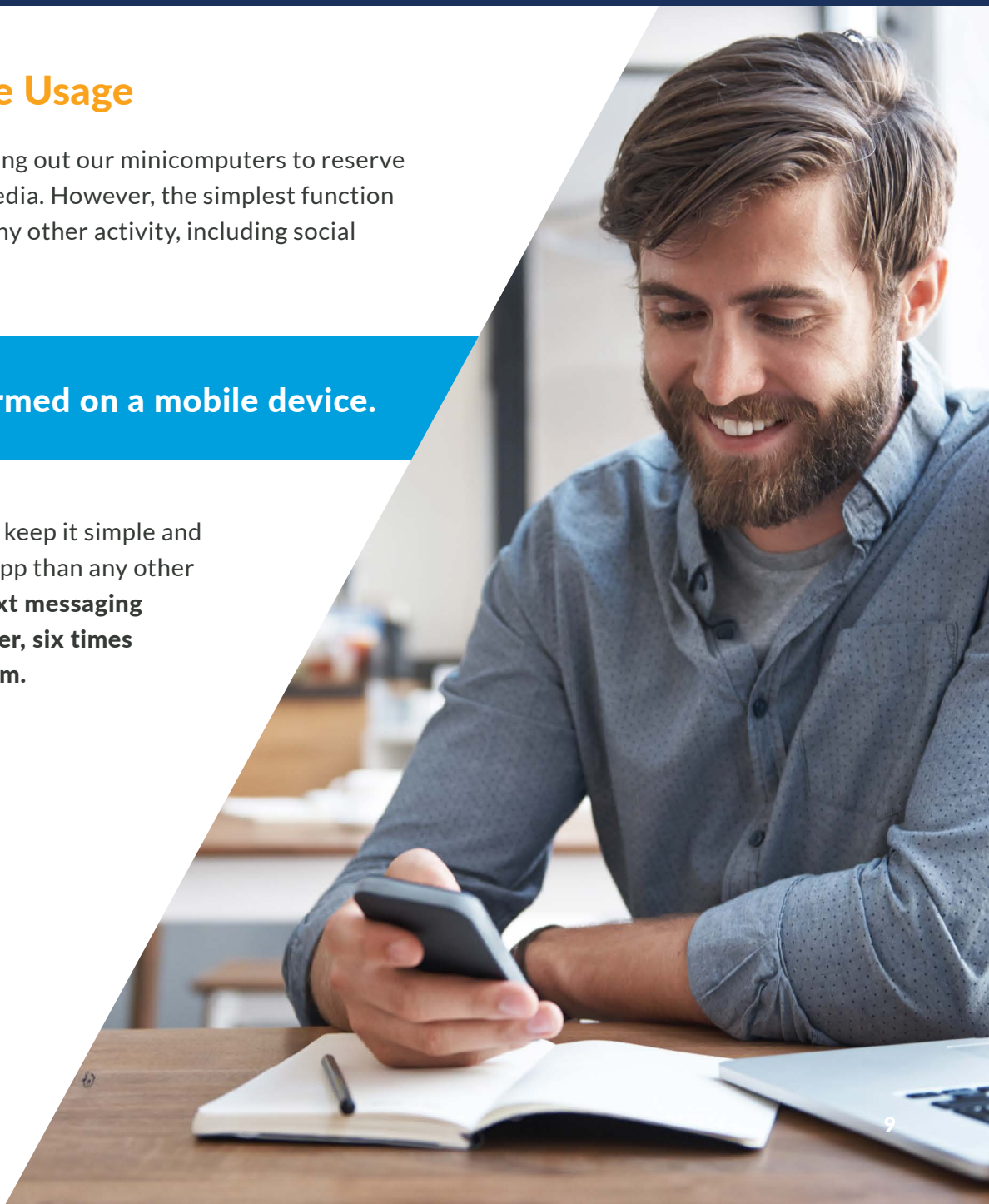
Facebook
Messenger



WhatsApp



Instagram



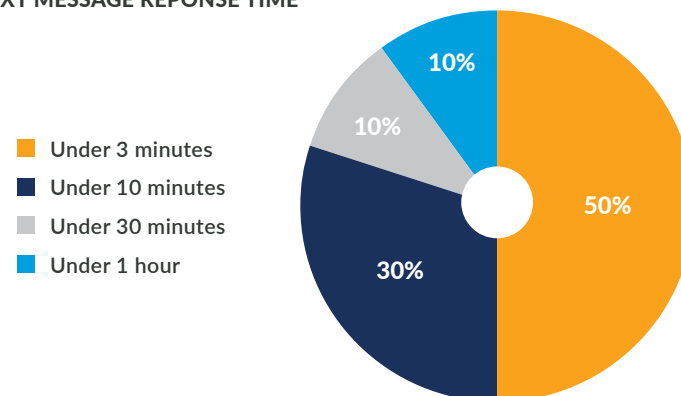


Text Messages Are Deemed Worthy of Consumer Attention

With a nearly 100% read rate, text messages are highly visible and likely to be seen by consumers. In fact, **most consumers check new messages within five minutes of receiving them.**

Consumers also reply to nearly all of their incoming messages. Our research confirms that texting is a high priority – **more than half of consumers respond to texts in less than three minutes of receiving them,** and 78% of consumers respond to texts in 10 minutes or less.

TEXT MESSAGE RESPONSE TIME



Your Competitors Are Already Texting Your Customers

Business Texting

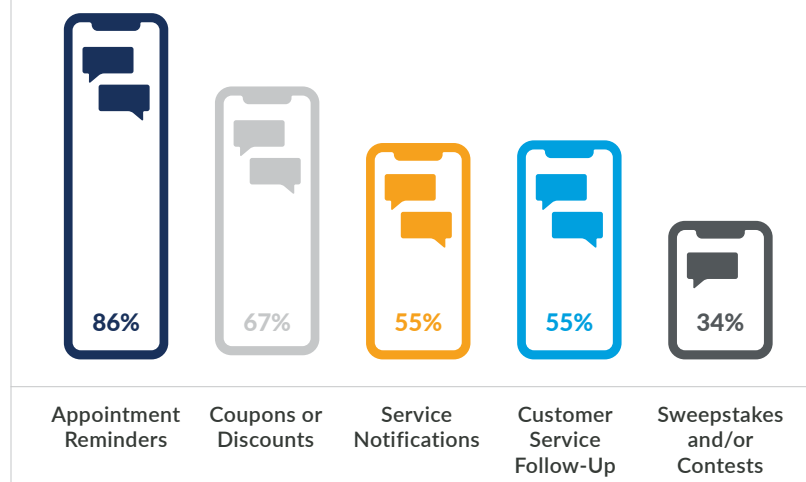
Our research found that **84% of consumers have received a text message from a business and/or organization**. Not only does text messaging dominate across peer-to-peer communication, the concept of business-to-consumer texting is not as foreign as one might believe.

84% of consumers have received a text message from a business.

Consumers are accustomed to the increasing volume of text messages received, yet businesses are still afraid to incorporate the medium into their everyday communication strategy. **Among businesses that entirely avoid texting, more than 50% of those that do not utilize text worry that customers won't like it or that the medium may be ineffective.** Based on our consumer research, neither of these things are true.

Businesses that aren't incorporating text need to consider how text messaging fits into their strategy or competitors may be beating them to the punch. We asked respondents what types of text message they have received from a business, and **86% of respondents indicated they've received an appointment reminder, 67% have received a coupon or discount, and 55% have received a service notification.**

MESSAGES MOST FREQUENTLY RECEIVED BY CONSUMERS



How Consumers Prefer to Communicate With Your Business

Text Messages Are Highly Desirable

Consumers use text messaging to stay connected, be more productive, and simplify communications. Not only is it a high-priority medium, it's also a highly preferred one. Consumers want to be able to connect to friends, family, and businesses efficiently by keeping their communications direct and to the point.

In fact, our study shows that **69% of consumers across all age groups and 75% under the age of 44** want to be able to **contact a business via text**. Furthermore, **54% are actually frustrated** when they're unable use the medium to connect with a business.

69%

of consumers want the ability to **contact a business via text**

54%

are **frustrated** when unable to text a business

86% of small business owners who use text messaging find that it offers a higher rate of engagement than email marketing.

64%

of SMBs are set up to **receive text messages**

13%

of SMBs **use** the medium

Unfortunately, most consumers are only able to reach out to a business via phone or email, not because that's their medium of choice, but because businesses either do not offer texting or choose not to use it. In fact, while our survey indicates that **64% of SMBs are set up to receive text messages**, only **13% of SMBs surveyed use the medium** to communicate with their customers.

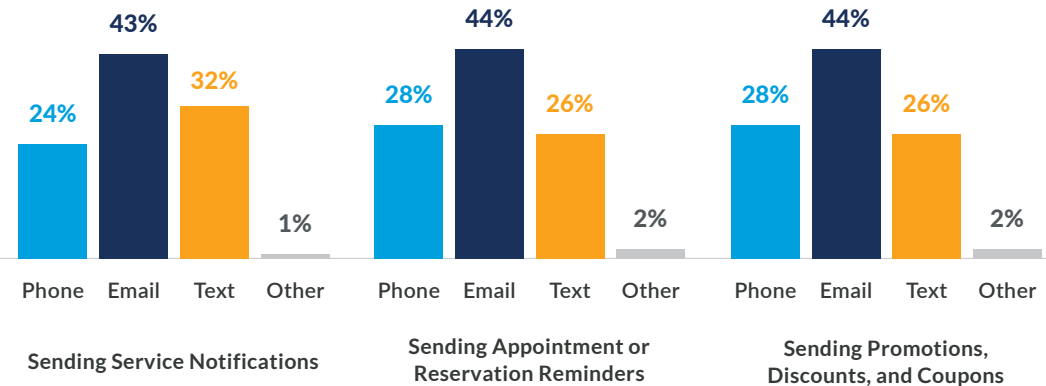
As a result of the low availability of texting, those who do utilize the technology wind up reaping the rewards. Our study shows that **86% of small business owners who use text messaging find that it offers a higher rate of engagement than email marketing**. Businesses are also more likely to receive a response via text message than any other platform used.

Business vs. Consumer Preferences

Businesses Primarily Use Email to Reach Consumers

Despite consumer preferences, most small and medium-sized businesses still typically use email as a primary way to reach their customers. When reaching out to customers, email communication ranked No. 1 for sending service notifications, appointment or reservation reminders, and marketing promotions.

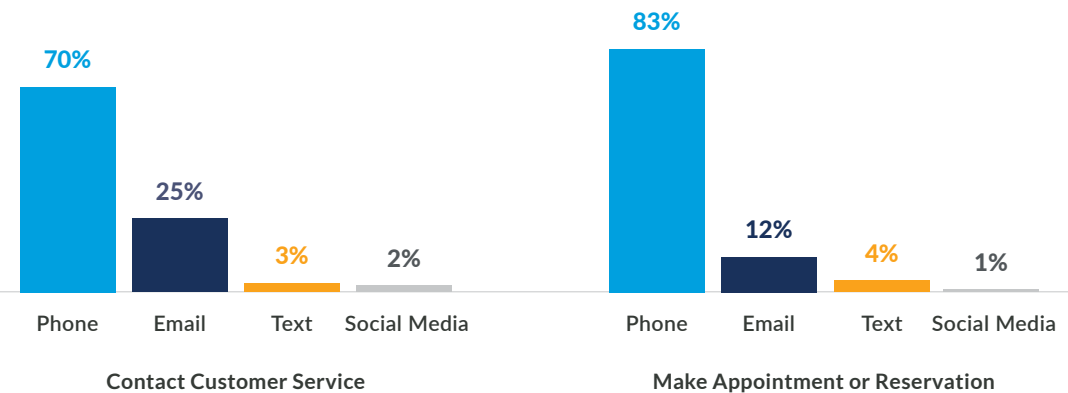
HOW BUSINESSES COMMUNICATE WITH CUSTOMERS



Consumers Primarily Use Phone Calls to Communicate With Businesses

As for consumers, while they may prefer texting, they typically wind up using phone calls to schedule appointments, make reservations, and contact customer service.

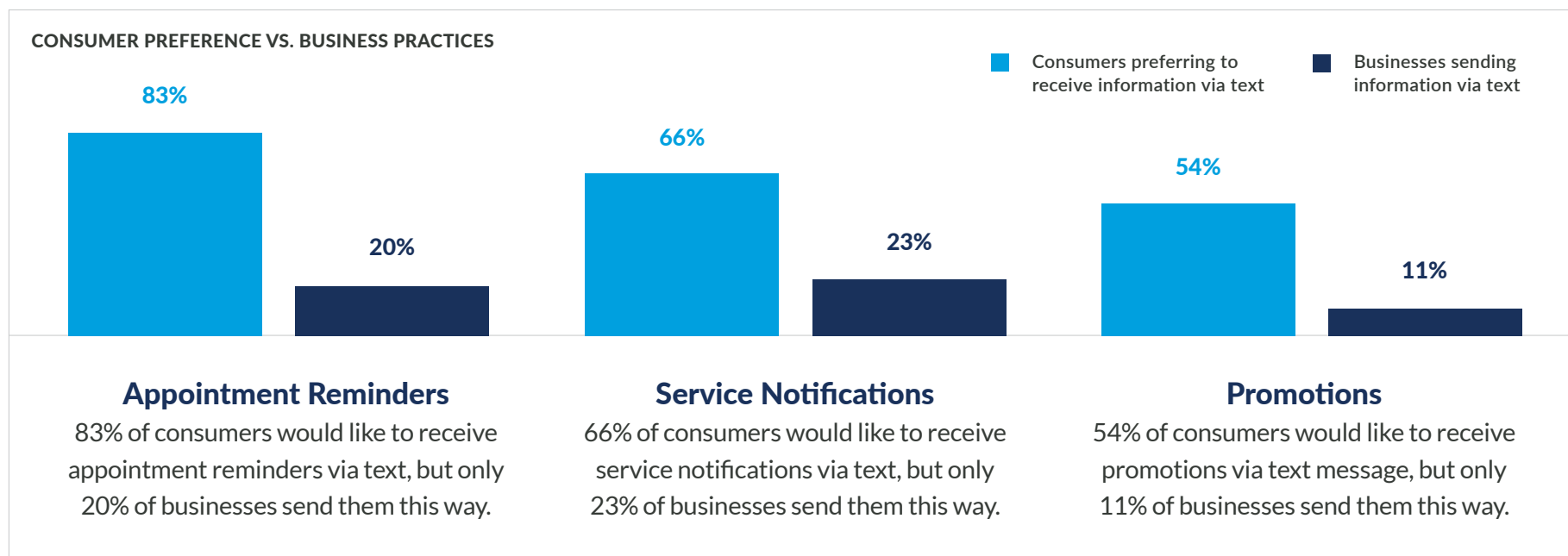
HOW CONSUMERS COMMUNICATE WITH BUSINESSES



Businesses May Be Unaware of Consumer Preferences

Many businesses believe their communication style adheres to consumer preferences. The 28% of businesses that primarily send messages via email do so because they believe that email communication has the highest likelihood of a response, and **52% are convinced customers prefer it**. Based on our consumer data, neither of these things are true. In fact, **text messages are 134% more likely to be read than emails** and businesses are not responding to consumers' communication preferences.

Text messages are **134% more likely** to be read than emails.



Closing Thoughts

As your business thinks about including texting as a communication channel, there are a few important takeaways from our study that you may wish to consider.



Consumers Want Texting to Be a Two-Way Communication Channel

Consumers appreciate hearing from businesses via text message, but as many as 69% want to be able to initiate a text conversation, and 54% are frustrated when they can't respond to a message sent by a business. As authenticity and personalized conversations continue to set high-performing businesses apart, two-way texting will be a crucial tool for organizations looking to define themselves as customer-centric.



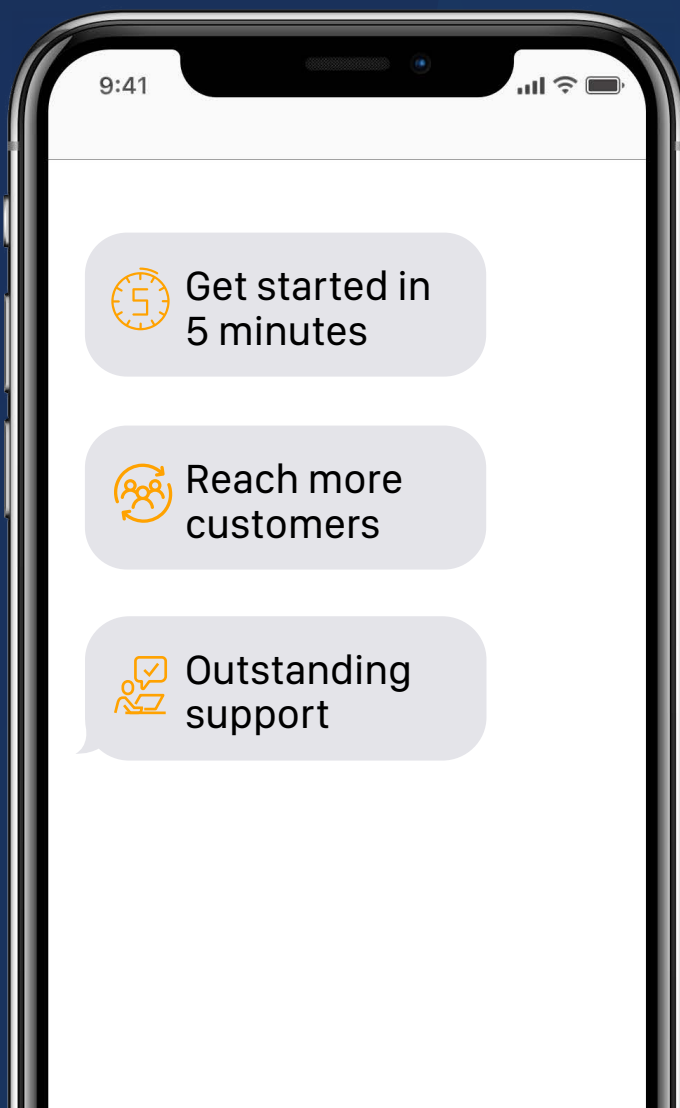
The Competition Is Reaping the Benefits of Texting

With more than 84% of consumer respondents indicating that they have received a text message from a business, the medium is becoming increasingly mainstream for business-to-consumer communications. Organizations that adopt this technology will certainly see the rewards sooner rather than later. Consumers are 134% more likely to respond to a text than an email, and 86% of businesses using texting find it generates higher engagement than email.



Your Customers Are Already Texting Your Business Phone Number

From appointment requests to sales inquiries, there are so many reasons why customers might text your business or organization. In fact, 150 million messages are sent to non-mobile users daily, indicating that your customers and prospects are likely sending you messages you are not receiving. If you are ready to invest in texting for your business, reach out and our team will be glad to help add texting capabilities to your landline as well as offer best practices on how to use the technology to achieve your business goals.



EZ Texting remains the top-rated SMS marketing platform because of its product simplicity, quick adoption time, robust functionality, unmatched relationships with cellphone carriers, and powerful results and tracking. We have very passionate and dedicated teams across all our locations that are here to change the world for the better — and to help you send smarter.

Thank you for reading!

If you found this interesting, you are welcome to share it. We just ask that you please cite EZTexting.com as your source.

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EZ Texting is the #1 SMS marketing software. We deliver the smartest, fastest, easiest, and most reliable ways to connect with your mobile audience. Learn more at eztexting.com

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